

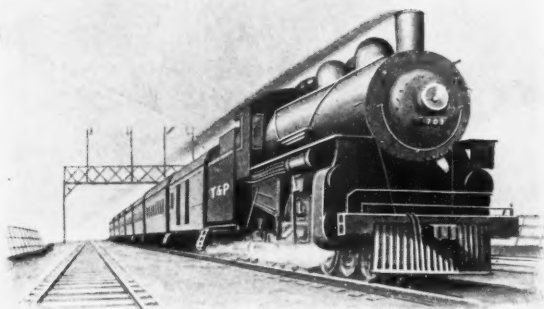
DALLAS

"The Magazine of a Growing City"

Official Publication of the Dallas Chamber of Commerce.



*Full Speed Ahead for
the New Year*



Cut shows holiday gift to Dallas from the Texas & Pacific Railway, the new T. & P. train which brings those good friends, Dallas and West Texas, closer together. Complete story in this issue.

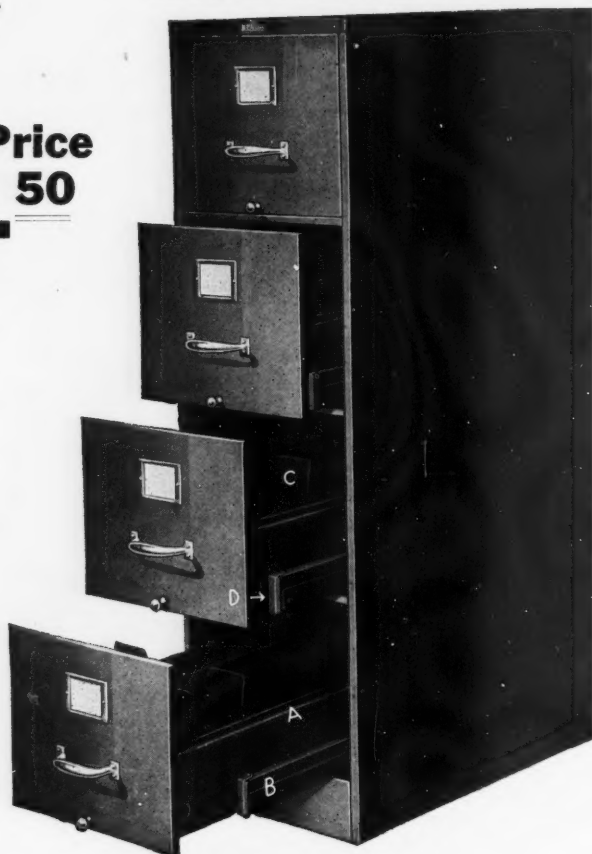
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Dates for Middle West Fair Circuit

DATES for the Middle West Fair Circuit have been announced by the International Association of Fairs and Expositions as follows:

Missouri State Fair, Sedalia, Aug. 18 to Aug. 25.
Iowa State Fair, Des Moines, Aug. 22 to Aug. 31.
Nebraska State Fair, Lincoln, Sept. 2 to Sept. 7.
Kansas Free Fair, Topeka, Sept. 10 to Sept. 15.
Kansas State Fair, Hutchinson, Sept. 15 to Sept. 21.
Oklahoma State Fair, Oklahoma City, Sept. 22 to Sept. 29.
Texas-Oklahoma Fair, Wichita Falls, Sept. 29 to Oct. 6.
Oklahoma Free Fair, Muskogee, Oct. 1 to Oct. 6.
Arkansas State Fair, Little Rock, Oct. 6 to Oct. 13.
State Fair of Texas, Dallas, Oct. 13 to Oct. 28.
State Fair Louisiana, Shreveport, Oct. 18 to Oct. 28.
Texas Cotton Palace, Waco, Oct. 20 to Nov. 4.
Southeast Texas Fair, Beaumont, Oct. 30 to Nov. 8.

West Texas Chamber Will Hold Meet in May

Dates for the annual convention of the West Texas Chamber of Commerce have been announced by Manager Porter A. Whaley as May 21-23. San Angelo will be the convention city. It is one of the most interesting and attractive cities of Texas, combining as it does the picturesque coloring of the old West with the shadows of modern skyscrapers, and being located on the beautiful North Concho River. Six thousand visitors are expected. Prizes in the band contest total \$2,000. Among those invited to speak are President Alvaro Obregon of Mexico, Governor Elect Smith of New York, Governor Neff, Judge K. M. Landis, baseball dictator, and Aaron Sapiro, Dallas, general counsel for the American Cotton Growers' Exchange. Many Dallas people are expecting to attend the gathering.

Plans Made to Conserve Game and Fish

The Texas Game and Fish Conservation Association was organized at a meeting at the Chamber auditorium last month of representative sportsmen of Texas. J. L. Phillips of Lufkin was elected president and John W. Stayton of Dallas, secretary, of the organization. The first definite action taken was to adopt resolutions seeking a plan whereby the fees collected by the State Game Warden's Department be turned over to the State Game Commissioner, and used for hiring more wardens, rather than turned over to some other department as at present.

Confidential Real Estate Transactions

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"30 YEARS IN DALLAS"

J. W. LINDSLEY & COMPANY

REALTORS

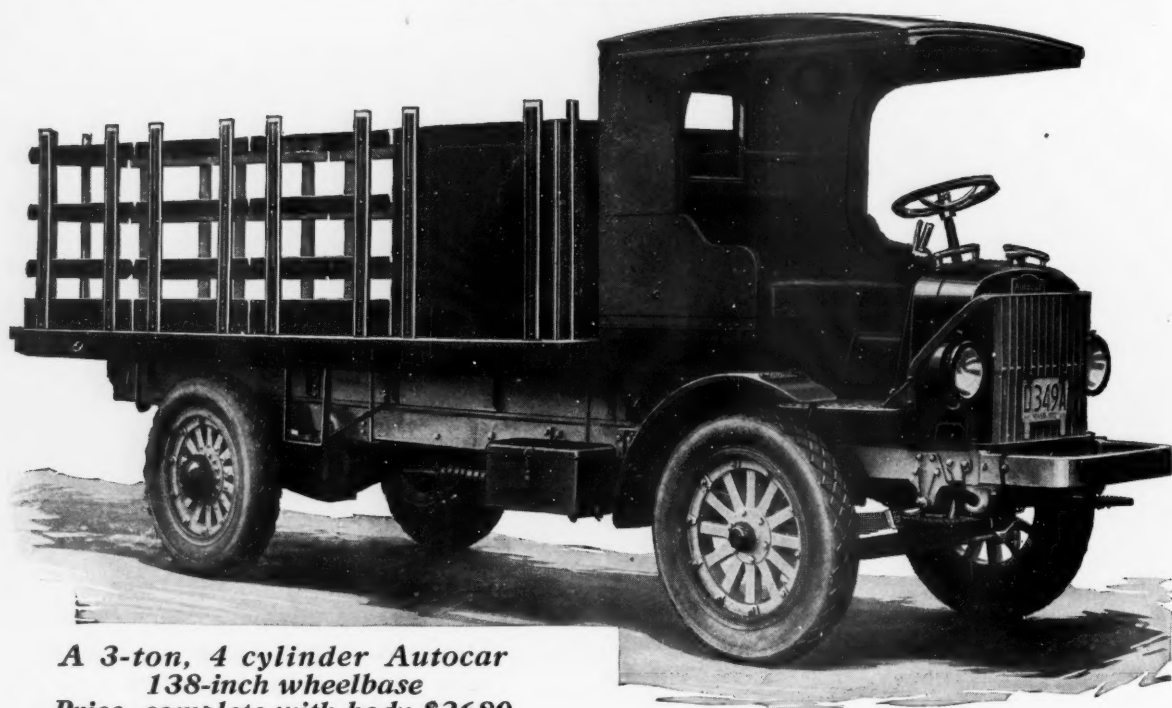
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 Wherever there's a road



*A 3-ton, 4 cylinder Autocar
 138-inch wheelbase
 Price, complete with body \$3680*

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Both 2 and 4 Cylinder Models
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4 to 6 ton Autocar 4 cylinders

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 Rated overall weight, 22,000 lbs.
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2 to 3 ton Autocar 4 cylinders

114-inch wheelbase, \$3100
 unladen chassis weight, 5500 lbs.
 138-inch wheelbase, \$3200
 unladen chassis weight, 5600 lbs.
 Rated overall weight, 15,000 lbs.
 (chassis, body and load)

1½ to 2 ton Autocar 2 cylinders

97-inch wheelbase, \$2200
 unladen chassis weight, 3800 lbs.
 120-inch wheelbase, \$2300
 unladen chassis weight, 3900 lbs.
 Rated overall weight, 11,000 lbs.
 (chassis, body and load)

1½—2 ton Autocars (rebuilt) \$1800—\$1900

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DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 2

JANUARY, 1923

No. 1

Frank M. Smith Is Chosen to Head Chamber Again This Year

FRANK M. SMITH has been returned for his third successive term as president of the Dallas Chamber of Commerce, by unanimous action at the first meeting of the directors following the annual meeting Dec. 12. Three new directors were chosen, C. E. Calder, L. O. Daniel and Richard Haughton, the seven other directors whose terms expired being re-elected. At the first meeting of the board resolutions of appreciation for their faithful services were voted for the retiring directors, C. W. Hobson, Fred E. Johnston and S. B. Perkins.

More than 300 members assembled at the Adolphus for the annual meeting and it was one of the most enthusiastic gatherings ever held by the Chamber. In President Smith's annual address, he spoke with satisfaction of the purchase of a new home by the Chamber the past year and stated that by the most rigorous economy the Chamber wiped out a deficit of \$8,000 with which it faced 1922. Among important matters for consideration the coming year were mentioned the securing of adequate water facilities to care permanently for Dallas' steady and remarkable growth, intensive development of the city as a manufacturing center, with especial attention given to the securing of textile mills, tightening of co-operation among all branches of industry in Dallas and doubling the membership of the Chamber. He also commended in the highest terms the co-operation he received from directors, members and the office staff in 1922.

Among honor guests were seven former presidents of the Chamber of Commerce or organizations it has succeeded, E. H. Betts, president of Earl & Wilson Co., Troy, N. Y., and presidents of Chambers in various towns of the county and heads of community fairs held the past year. These included Ray Degan, president of the Carrollton Chamber, and J. B. Chastain, fair chairman; H. P. Howell, president of the Lancaster Chamber, and F. C. Rector, community fair director; J. F. McCullough, president of the Mesquite Chamber and L. E. Gross, fair chairman; R. H. Davis, president of the Garland Chamber and W. R. Marshall, president of the Seagoville Chamber.

Garland Man Speaks

MR. DAVIS of Garland spoke representing the Chambers in the towns of the county aside from Dallas, expressing appreciation for the activity and co-operation of the Dallas Chamber. He particularly urged that the Chamber give considerable thought to the unrest among tenant farmers and commended in strong terms the work of the Dallas Open Shop Association, organized several years ago by the Chamber.

Mike H. Thomas spoke on behalf of former presidents of the Chamber. Mr. Betts made an interesting address on his impressions of Dallas and told why his firm recently selected this city as distributing headquarters in the Southwest. Frank Wozencraft, former Mayor, spoke as a member of the Chamber, complimenting highly the services of the officials of the Chamber and calling for a rising vote of appreciation, which was granted unanimously. R. S. Haseltine, president of the Open Shop Association, reviewed briefly the accomplishments of that body and appealed for continued and increased co-operation. He said that of the \$18,000,000 worth of building construction here the past year, \$12,000,000 worth had been under Open Shop conditions.

County Judge Arch C. Allen voiced the good feeling of the Commissioners' Court for the co-operation received from the Chamber and outlined the development of the permanent highway system of the county, offering some thoughts on maintenance problems. L. O. Daniel, chairman of the Wholesale Merchants' Department, R. C. Dunlap, representing the Manufacturers' Department, and President Henry J. Casey of the Junior Chamber of Commerce, spoke briefly of developments and plans in their respective fields.

Retiring directors returned to the board by the ballot at the conclusion of the meeting were George Waverley Briggs, T. M. Cullum, E. J. Kiest, A. M. Matson, Hugo Schoellkopf, T. E. Jackson and W. D. Trotter.

A Word of New Year's Greeting

By President Frank M. Smith

NEEDLESS to say I feel highly honored by the trust the members of the Chamber have again placed in me, and I wish to offer this word of thanks and appreciation. In a city of the importance and opportunities of Dallas, it is a position of grave responsibility. The officers and directors of the Chamber are seriously handicapped without the unqualified support of the membership. I pledge you that your officers and directors will give the work their supreme effort this year. Allow me to offer these few suggestions as to the kind of co-operation that is most needed by us:

"Prompt payment of dues facilitates our work greatly. Also, at the rate Dallas is growing, with the demands on the Chamber increasing in proportion, more funds are necessary. This means more members. We hope each one of our present membership will assist us in adding the 1,500 new members that should be enrolled this year. Make it a point to see whether your neighbors, in the same block or same building, are displaying the Chamber membership insignia. Also we want suggestions. We hope for even larger attendance at membership meetings. We are anxious for you, when called upon, to serve on committees.

"Dallas made a splendid record last year, and the new year presents far brighter prospects. Let us face it as a citizenship undivided on any major subject affecting the future of Dallas. That is the true Dallas spirit, of which we are all so proud. Let us advance the rank of our splendid city further this year than ever before. That you may enjoy in your individual life or business the most successful and happy year in your experience, is the wish of the officers and directors of the Dallas Chamber."

Dallas Makes Good Record in 1922

Splendid Gain Is Registered In Financial Lines

NOTHING more clearly indicates the upward trend of business than Dallas' financial statistics the past year. Deposits in Dallas' twelve banks as of December 29, 1922, totaled \$116,452,733, compared with \$110,185,968 on September 15, 1922, and \$92,508,244 on December 31, 1921. Resources on December 29, 1922, totaled \$141,972,488, as compared with \$134,395,225 on September 15, 1922, and \$119,017,704 on December 31, 1921.

Checks cashed by Dallas banks, otherwise known as "debits to individual accounts," went about \$100,000,000 over the 1921 total. These figures indicate the volume of money changing hands, and necessarily the volume of goods and property changing hands. The total for 1922 was \$1,865,414,000 as compared with \$1,749,401,000 in 1921. In 1921 Dallas ranked 21st among the cities of the Nation in bank debits to individual accounts, but its 1922 rank has not yet been ascertained. This rank compares with Dallas' position of 42nd in population.

The thirteen larger cities of the Federal Reserve District, including Dallas, reported that member banks cashed checks during the year to the amount of \$7,310,263,000, which was a gain of \$126,947,000 over 1921. The gain for Dallas alone was \$116,013,000, leaving the remaining \$10,934,000 of the gross increase to be divided among the other twelve reporting cities. The Dallas gain was more than 91% of the whole.

Clearing house banks of Dallas reported clearings for 1922 of \$1,418,252,842 as compared with \$1,301,332,809 for 1921.

During 1921, banks in many instances were borrowing from the Federal Reserve Bank in order to accommodate their customers. During the latter and greater part of 1922 local banks had so much surplus cash that they were lending it on the call money market in New York.

Real Estate Transfers Exceed Last Year

Real Estate transfers in Dallas County during 1922 totaled \$50,438,421, as compared with \$49,674,683 for 1921. The bulk of these transactions represented property turning in Dallas. Residential property was particularly active, but business property was by no means inactive. The week ending July 1, with \$2,023,803 worth of property turning, was the most important week of the year.

Dallas Ranks Twentieth as Business Center

DALLAS ranked 20th among cities of the Nation in volume of purchases by individuals and business concerns during October, according to Babson's Forecast of Sales Conditions. The 1920 Federal census showed Dallas ranking 42nd in population, which would indicate the tremendous strength of Dallas as a business center in proportion to size. Only the following cities outranked Dallas: New York, Chicago, Philadelphia, Detroit, Boston, Los Angeles, San Francisco, Baltimore, New Orleans, Minneapolis, St. Louis, Kansas City, Omaha, Newark, Buffalo, Cleveland, Cincinnati, Pittsburgh and Milwaukee. Purchases during October in Dallas and some cities of larger size but with lesser volume of business follow:

Dallas	\$201,907,000
Birmingham	99,781,000
Atlanta	126,582,000
Washington	188,418,000
Seattle	164,286,000
Indianapolis	148,290,000
Jersey City	186,189,000
Rochester	147,398,000
Portland, Ore.	162,910,000
Denver	182,691,000
Toledo	171,849,000
Providence	166,117,000
Columbus	139,414,000
Louisville	144,070,000

Volume of purchases in some other Texas cities was shown as follows:

Houston	\$140,899,000
Galveston	125,535,000
Fort Worth	101,317,000
San Antonio	31,362,000
El Paso	30,027,000
Waco	25,242,000
Austin	19,458,000

Street Car Traffic Shows Growth of City

THE steady and gratifying growth of Dallas is indexed by the number of passengers carried by the Dallas Railway Company over a period of years. In the last statistics shown below, covering a period of 12 years, a decided drop in traffic starting with 1915 and continuing into 1918 is shown. This was caused by jitney competition, which began during the latter part of 1914 and ended Sept. 12, 1918. Following is the table:

1910	26,542,012
1911	29,840,525
1912	33,559,924
1913	39,569,040
1914	39,742,524
1915	29,453,294
1916	31,475,370
1917	31,298,037
1918	40,489,196
1919	55,385,578
1920	62,632,052
1921	60,935,075
1922	64,760,122

Automobile Show to Be Held February 12-17

DATES for the spring exhibition of the Dallas Automotive Trades Association will be February 12-17, it has been announced by William Morriss, president of the body. O. M. Crenshaw, for a number of years connected with the Dallas Chamber of Commerce, and, until lately manager of the Weatherford Chamber, has been elected executive secretary of the Dallas Automotive Trades Association and will make temporary headquarters at Cox's, Inc. At the show, which will be held in the new Automobile and Manufacturers' Exhibit Building at Fair Park, will be offered the first opportunity in the Nation to see the new models of cars, as the Dallas show will rank third in the circuit, preceded only by the New York and Chicago exhibitions.

"Public interest in the automobile is now higher than it has ever been and we expect a greater attendance at the show than during any previous exhibition here," President Morriss said.

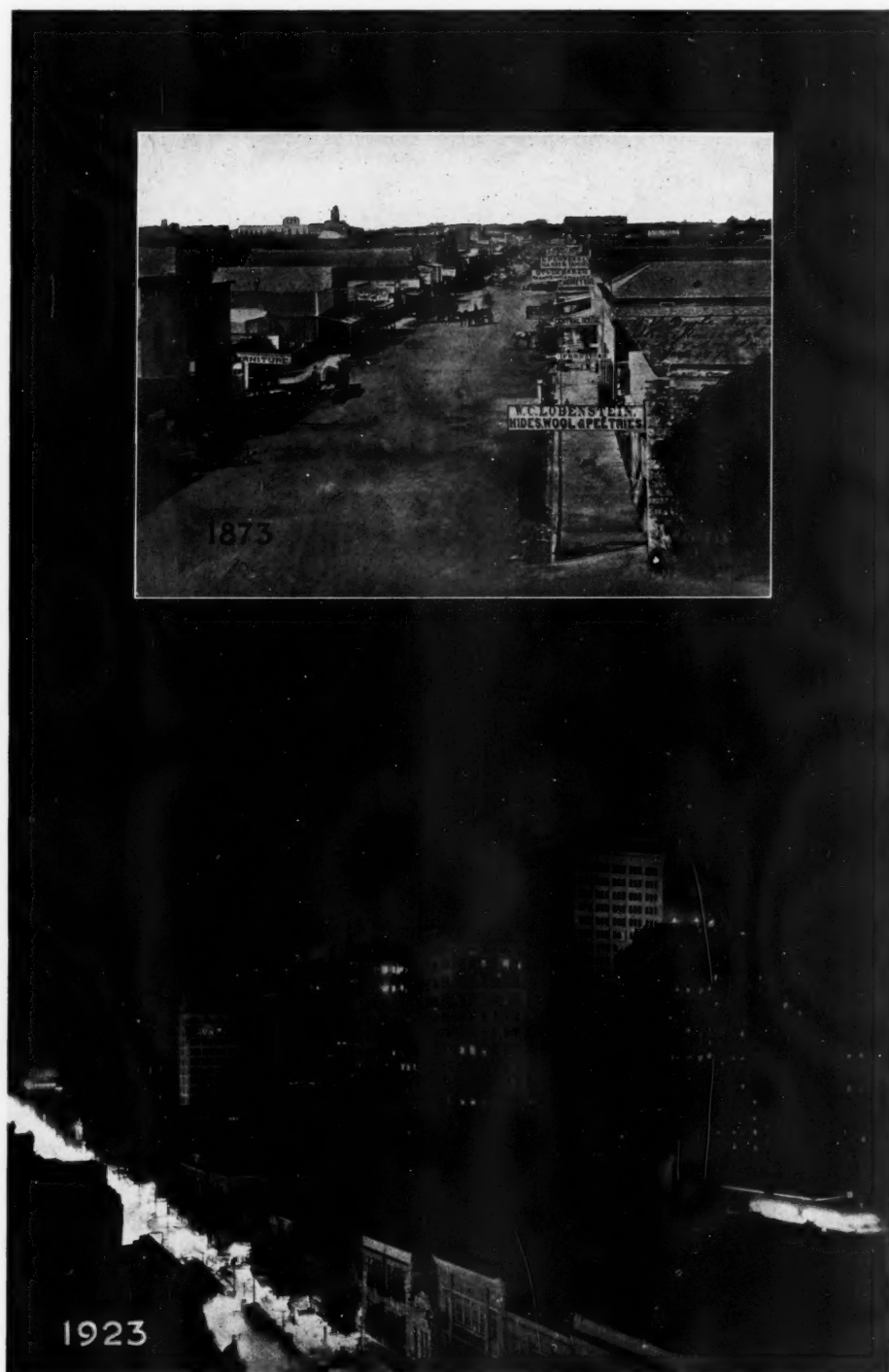
City's Growth Evidenced by Water Users

Increase in the number of metered water connections is generally accepted as one of the most reliable evidences of a city's growth. Following is a table showing the number of water connections as of January 1, for the past few years; as shown by the City Water Department:

1918	26,642
1919	27,265
1920	28,886
1921	30,731
1922	34,260
1923	38,233

Postal Receipts Show Increase of 10 Per Cent During Year

POSTAL receipts are a reliable index as to the growth and business conditions of a city. The gross receipts of the Dallas Postoffice for the calendar year 1922 were \$2,631,142 as compared with \$2,394,352 for 1921, an increase of 10%, according to Postmaster John W. Philp. In 1921 there were 1,724,441 money orders paid here, an increase of 17% over 1921. The year witnessed increases in the clerical force of the postoffice as well as additional space secured to accommodate at least in part the growth in business.



Fifty Years in the Life of Dallas

Cut courtesy City National Bank, used in its booklet commemorating the Golden Anniversary of the institution last month.
Photograph "Dallas by Night," by V. H. Schoffelmayer.

New T. & P. Train Brings West Texas Closer to Dallas

By
Harry Lockett
Traffic Manager John Deere Plow
Company

KIPPLING has said that "East is East, and West is West, and never the twain shall meet." Surely he must have overlooked the evolving magic of modern transportation.

Recently the Texas and Pacific Railway Company announced that a new train had been established from Dallas to West Texas. This train brings Dallas closer and nearer to the western sections of Texas; an objective that has been dreamed of and worked for, for many years. It is hard to say where West Texas begins, but it is not difficult to describe the importance and wealth of this wonderful section of this great state. It is such a tremendous task, however, that the purpose of this story would go far afield to undertake it.

This new train is one of the many worth while accomplishments of the Transportation Committee of the Dallas Chamber of Commerce, the details of which were handled by a sub-committee consisting of Harry B. Lockett, chairman, A. L. Reed and J. E. Farrow. The results accomplished by this committee were made possible by the wonderful spirit of co-operation shown by J. L. Lancaster, Receiver, J. A. Sommerville, General Manager, J. B. Payne, Traffic Manager and George Hunter, General Passenger Agent, of the Texas and Pacific Railway Company. These men from the beginning evidenced a feeling of sympathy and co-operation and willingness to meet the wishes of the Dallas Chamber of Commerce and to serve their patrons in West Texas.

What New Train Means

IT is doubtful if many realize the importance of this new accomplishment. Since the organization of the Texas and Pacific Railroad, West Texas and East Texas were separated by operating difficulties that had the practical effect of dividing this line as though it were two separate railroads, necessitating passenger, mail and express traffic to be rehandled enroute and depriving Texas citizens of the advantages of through service from and to West Texas. Prior to the establishment of this train, mail and express matter from Dallas to West Texas received indirect service. Today express and mail cars are loaded in the Dallas station and distributed direct to all West Texas cities without the vexatious delays caused by rehandling enroute. A passenger desiring to go to West Texas may go to bed in a sleeper at Dallas station at 9:00 p. m. and wake up at his destination. This train carries set out sleepers operating from Dallas to Abilene, Sweetwater and El Paso. It carries set out express cars operating from Dallas to Cisco, Abilene, Sweetwater and El Paso. In these cars are handled the mail from Dallas to West Texas. Lastly, this train affords wonderful service to California points. With the installation of this new train it has become possible to leave Dallas at 9:00 p. m. and arrive at Los Angeles at 7:00 p. m. the second day, which is approximately six hours shorter than any authorized route up to this time. It also enables a business man to leave Dallas without breaking into his business day and arrive at Los

Angeles and California points without losing the greater part of another day.

The Traffic Committee of the Chamber of Commerce has been practically reappointed and consists of the following members:

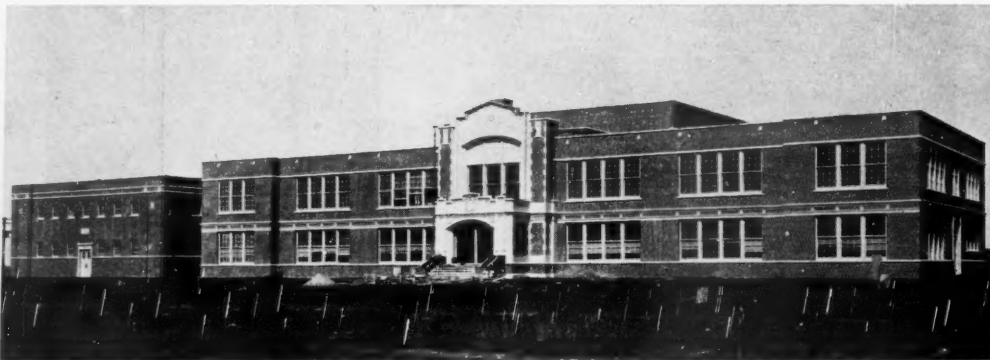
A. C. Valentine, chairman; Seth Tate, vice chairman; Myron Kirk, P. A. Richardson, Ferd Hicks, Harry Lockett, J. C. Tapp, Lee Anderson, J. E. Farrow, V. R. Philly, J. W. Harper, E. E. Latham, M. W. Florer, B. H. Pittman, Arch C. Harris.

Three new members have been added which makes this one of the strongest and most active committees of the Chamber of Commerce. It has many new projects under way for 1923 and expects to give a great deal of attention to passenger, mail and express service.

1922 Is Another Record-Breaking Year in Oil Industry

OIL production in Texas for 1922 was more than 109,000,000 barrels, exceeding the 1921 total by about 4,000,000 barrels. For a number of years Texas has ranked among the first three of the oil-producing States, California and Oklahoma being the other largest producers. Within overnight travel of Dallas more than one-half of the oil of the Nation is produced. Last year Oklahoma produced 115,000,000 barrels of oil and California 114,000,000 barrels.

The Mexia field, which is about 75 miles from Dallas, was the ranking field of Texas the past year, with 28,639,000 barrels. Among other leading fields, Burkburnett is credited with 11,651,834 barrels, Stephens County 11,011,995 barrels, Electra 5,863,334, Eastland County 4,310,281 and Young County, 3,737,430. The combined coastal fields produced 38,710,184 barrels. The year of 1922 was one of the most pretentious in the number of new fields developed ever registered in Texas.



The new Highland Park High School, ready for occupancy this month, is modern in every detail. It is located on a ten-acre tract which will afford ample space for an athletic field and student activities. Cut courtesy Flippen-Prather's publication, "Highland Park."

To Seek More Textile Mills for Texas

INCREASED effort will be put forth this year by the Dallas Chamber of Commerce for the development of Dallas industries and attracting new industries, and the Chamber also stands ready to co-operate in any State-wide movement that may be satisfactorily worked out to increase the number of Texas factories and the increased use by Texans of Texas-made goods.

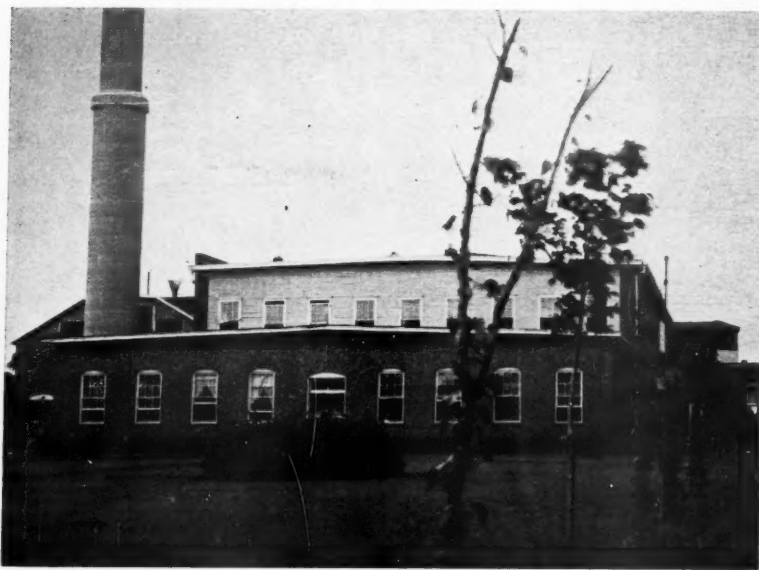
The Manufacturer' Department of the Chamber of Commerce is well mobilized for work. Chairman Hugo Schoellkopf has two first lieutenants, Raynor Allen and George P. Galvin. When it is necessary to get word to all Dallas manufacturers these lieutenants are telephoned; each of them in turn telephones fifteen lieutenants, and each of these 30 lieutenants telephones to 15 lieutenants, making it possible to reach 450 manufacturers within an hour or so and without a serious burden on any one individual. The New Industries Department of the Chamber also has plans well in hand for the new year.

While Texas ranks 5th in population and 1st in the Nation as a producer of raw materials, its rank in manufacturing is 13th. In the case of Dallas, its rank in population among cities of the Nation is 42nd, in wholesale and jobbing volume, 15th, and in value of manufactured goods, around 100th. Notwithstanding this low rank, Dallas for many years has led all Texas cities both in number of factories and value of output.

In 1920 St. Louis manufactured \$1,610,000,000 worth of products and sold at wholesale the same year \$1,500,000. Dallas manufactured that year \$93,650,000 worth of goods and sold at wholesale \$610,000,000, a ratio of six to one. It is felt that it is essential that Dallas increased the volume of its manufacturing at least to the wholesale figure. The steadily increasing population of our city makes it necessary that our present manufacturing institutions be enlarged and new industries secured to assimilate this rapidly growing population. Factories bring payrolls, offer higher markets for raw materials, develop latent resources, increase local and State pride and loyalty, stabilize business and increase our prosperity in general.

More Textile Manufacturing

AN outstanding need is more textile manufacturing. Although Texas produces between one-fourth and one-third of the cotton of the Nation, there are but 18 cotton mills in the State. Within a radius of 150 miles of Charlotte, N. C., there are about 700 mills and nearly 50% of the raw products used by these mills comes



Plant of Dallas Cotton Mills—one of the largest in the Southwest.
Cut Courtesy Briggs-Weaver Machinery Company's Magazine, "Southwestern Machinery."

from Texas. One-fifth of the wool of the Nation comes from Texas, but the State has only one woolen mill.

Cotton and textile mills in Texas are doing well. Among instances of growth might be mentioned the Texas Cotton Mill at McKinney which recently increased its capital stock from \$440,000 to \$1,200,000. The plant is running on a 24-hour a day basis and its capacity will be doubled. It is one of the two plants in the State turning out colored cloth. The Dallas Cotton Mills, one of the oldest in the State, recently increased its capital stock from \$275,000 to \$750,000; the Post Cotton Mills from \$550,000 to \$857,000, and increases in capital stock with added facilities have been announced by the Consolidated Textile Corporation, Bonham, the Sherman Overall Factory, Sherman, and the Texas Hosiery Mills, Dallas. The latter concern, starting three years ago, is the only one of its kind in the State and its output is sold for six months ahead. Practically all Texas cotton and textile plants have been paying substantial dividends.

Opinion of Cotton Mill Man

IN commenting on Texas as an industrial center, W. M. Mosheim, manager of the Texas Cotton Mill Company, McKinney, founded in 1910, said recently: "I do not see why Texas should not be the future great cotton mill center. It has every advantage. Cotton may be secured at the lowest possible price, for the reason the manufacturers would not have to pay heavy freight rates. The cotton would be at the very doors of the mills. And then, too, there is Mexico and the great Southwestern territory in which they could dispose of their goods, the fastest growing section of the Nation. Near at hand, also, is the port of Galveston through which

their goods could be shipped to South American countries."

A factor of importance in the face of the boll weevil menace is that Texas is the only Southern State with a vast area, more than half its 262,398 square miles, of an untimbered nature. West Texas, the Panhandle and Plains and Eastern New Mexico will plant the largest cotton crop of their history this year. It is generally agreed that it is almost impossible to completely check the boll weevil if woods, where the weevil may hibernate, adjoin the cotton fields.

Texas has vast raw material resources, coal, lignite, oil, gas, other mineral deposits and water power, but it needs more capital. Until the past few years most of our manufacturing enterprises were financed locally, but now outside capital has become interested. Not as yet has Texas had time to create out of its own activity a sufficient surplus to finance industrial development along adequate lines, a condition maintaining also in other Southwestern States. Texas interest rates are, therefore, relatively high. High legal rates in Texas indicate that the rate of expansion here is greater than in some other sections and that Texas enterprises are sufficiently profitable to make it worth while to pay the rate. This feature is of interest to outside capital. Also Texas laws have been adjusted extensively the past few years and now offer no bar to the outside manufacturer or investor.

Louis A. Porter has joined the law firm of Phillips & Townsend, Kirby Building, and the firm is now known as Phillips, Townsend & Porter. Judge Nelson Phillips, formerly chief justice of the Supreme Court of Texas, and Murphy W. Townsend are the original members of the firm.

Will You Help Get 1,500 New Members?



MEMBERSHIP expansion program which contemplates bringing into active membership in the Dallas Chamber of Commerce every institution, professional and business man in Dallas whose standing in the community is such as to entitle them to membership, has been inaugurated by the Board of Directors. With the added income that will be produced, and with increased interest in the work of the Chamber, the Directors expect to undertake a program for 1923 the consummation of which will make 1923 the greatest year in the history of Dallas.

No campaign is contemplated, but every man considered eligible for membership will be invited to become a member within the course of the next few weeks. A carefully selected prospect list has been prepared, and the results of the first effort to interest more business and professional men of Dallas in the Chamber has been unusually gratifying. Sixty new members were secured in approximately ten days, and with a large number of members, each seeking to add at least one new member, the Directors expect to bring into the organization at least 1,500 new members within a short time.

A special membership committee is now being appointed by the president,

Frank M. Smith, consisting of a group of members especially fitted to interest prospective members in the organi-

Honor Roll

THE following members are entitled to honorable mention for their work in securing one or more new members in connection with the Chamber's membership expansion program:

T. M. CULLUM, president Cullum & Boren Company, 1509-11 Elm St.; wholesale and retail sporting goods; has secured five new members.

HUGO SCHOELLKOPF, vice-president, The Schoellkopf Company, 806-14 Jackson Street; harness and saddlery manufacturers; has secured four new members.

JOE E. LAWTHOR, vice-president, Liberty State Bank, and president Lawther Grain Company; one new member.

SAM P. COCHRAN, Trezevant & Cochran, Insurance, 1821 Young St.; one new member.

ROY A. NELSON, Roy A. Nelson Company, real estate, Magnolia Building; one new member.

HENRY P. WILLARD, president Willard Hat Company, 804-6 Commerce Street; wholesale hats and caps; one new member.

E. B. VAN DEMAN, Trinity Gravel Company, 727 Kirby Building; one new member.

GEORGE S. BRAZNELL, manager Charles Eneu Johnson & Co., 600 S. Ervay Street; manufacturers of printing inks; one new member.

zation. Each member of this committee will, from time to time, receive the name of a prospective member whom he is expected to interview at once. Whenever a member of this committee secures a new member, his name will appear on the honor roll, which will be published monthly on this page. And when a member of the committee secures three new members, he will receive an honorable discharge and someone else will be substituted for him on the committee.

A copy of this magazine will be mailed to each of the prospective members on the selected list. They are reminded that membership in the Chamber costs but \$30 per year, payable quarterly in advance, or approximately eight cents a day that they are expected to subscribe toward the development of Dallas. Any prospective member receiving this magazine who immediately sends in his check for \$7.50, the first quarter's dues, will be enrolled as a member, and his name will not be sent to the membership committee for a personal call.

New Members of Month

THE following firms and professional men have made application for membership and have been elected by the Board of Directors:

Acme Machine Works, 107 South Market street, A. J. Rohling, manager. General machine shop.

Albert Neckwear Company, 907 Commerce street, A. Tobolowsky, manager. Wholesale neckwear.

American National Brokerage Co., 211-13 Slaughter Building; E. T. Marion, manager; stocks, bonds and oil investments.

Aromatic Red Cedar Chest Mfg. Co., 2009 Main street, F. Faernman, president; manufacturers of cedar chests, wardrobes and chiffoniers.

Baptist Standard Publishing Co., 1015 Main street; the Rev. E. C. Routh, manager; publishers of Baptist Standard and owners of Standard Book Store.

Benroy Motion Picture Productions, Ben D. Wilson, manager; Fifth and Crawford streets. Motion picture producers.

Brown & Montgomery Company, 1210 Main street; James M. Turner, manager; Optometrists and manufacturing opticians.

J. Perry Burrus, 324 Interurban Building; manufacturer.

Caldwell & Company, Inc., 214 Cotton Exchange Building; J. Frank Osborne, manager; foreign freight contractors.

Capitol Theater, 1528 Elm street; L. S. Gohlman, manager; motion picture theater.

Lewis T. Carpenter, Western Indemnity Bldg.; attorney.

Paul Carrington, 1302 Magnolia Bldg.; attorney.

E. Ross Chamblin, 515 Southwestern Life Bldg.; architect, structural engineer and real estate.

Homer Chapman, 407 Linz Bldg.; oil operator.

Chattanooga Medicine Company, 628 Wilson Bldg.; George T. Reynolds, Western division manager.

Annabelle Clopton, 1500 Commerce street; millinery and gowns.

Collett Cleaning Company, 107 Collett St.; W. A. Anderson, manager; cleaning and pressing.

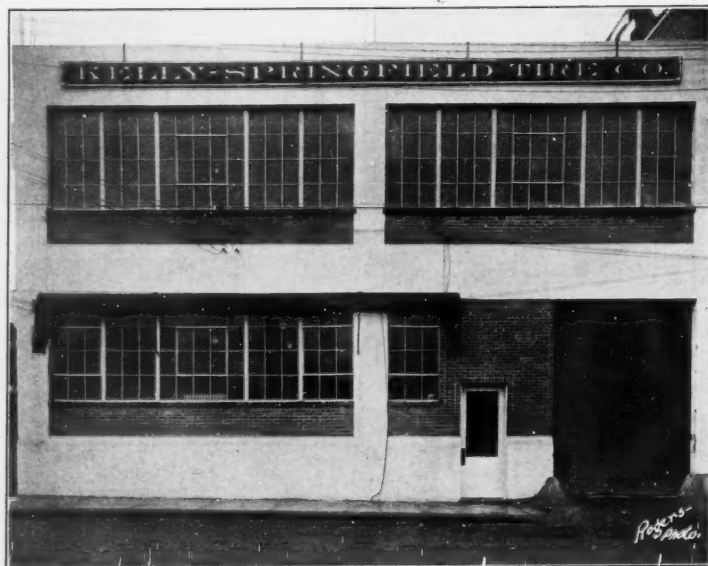
J. M. Colville & Son, 911 Commerce street; R. H. Colville, manager; printers and publishers.

M. F. Corder Trade Bindery, 1412½ Commerce street; M. F. Corder, manager; binding and gold stamping.

Joe E. Craddock, 2219 South Ervay street; grocer.

Dallas Tire Company, 2101-7 Main street; F. E. Armstrong, manager; automobile tires.

Tire Company in New Home



The Kelly-Springfield Tire Company is one of the large number of Dallas concerns to locate in new buildings the past year. The two-story, fireproof building at 2217 Laws Street was erected for them by John J. Simmons, with L. R. Whitson, architect, and the Inge Construction Company, contractors. It affords 12,000 square feet of floor space and cost \$30,000. J. E. Bogue is district manager, all of Texas and parts of Arkansas and New Mexico being handled from this office. Emergency shipments are sent from Dallas office, the bulk of the shipments by the company to the Southwest being made from their large St. Louis warehouses.



Another beauty spot in Prather Park.
Cut Courtesy Flippen-Prather's Magazine, "Highland Park."

Dallas Upholstering Company, 519 Cantegral street; Nathan Uberman, proprietor; upholstery.

Direct-By-Mail Advertising Co., 1616½ Main street, room 6; Joe J. Murray and G. A. Graddy; multigraphing, mailing and printing.

Dixie Wax Paper Company, 3008 Williams street; Louie Kimple, president and general manager; manufacturers of wax paper.

Earl & Wilson, 1322-24 Commerce street; W. W. Bacon, manager; wholesale shirts and collars.

Equitable Meter Company, 1605 Kirby Building; L. C. Duncan, manager; gas meters.

The Fashion, 1026 Elm street; Marcus Iskovitz, proprietor; ladies' ready-to-wear.

Francis, Clay & Company, 1307½ Young street; M. F. Stiles, manager; cotton merchants and exporters.

A. G. Fullerton & Company, 1513 Kirby Building; A. G. Fullerton, president; cotton brokers.

Walter A. Gage, 306 Andrews Building; real estate.

O. L. Harrison, 1403 Magnolia Building; Marine Insurance.

K. D. Herget & Son, Alamo St. and M. K. & T. Ry.; K. D. Herget, manager; cut stone contractors.

Charles E. Logan, 2105 Magnolia Building; broker.

Ly-Nola Company, 2400 Williams Street; W. J. Lyons, president; manufacturers of beverages and vinegar.

Maltex Manufacturing Company, 1010 Elm Street; W. Malowitz, president; handkerchief manufacturers.

W. C. Marshall Company, 1112 Southwestern Life Building; W. C. Marshall, manager; cement contractors.

Mason Artificial Limb Company, 1603 Jackson Street; W. E. Mason, president; artificial limbs and braces.

S. Y. Matthews, Indianapolis Life Insurance Company; 925 Kirby Building; insurance.

Maxson & Belt, 711 Kirby Building; Harry I. Maxon and W. D. Belt Jr.; general insurance agents.

L. C. McBride, Cockrell, McBride & O'Donnell; 1402 Southwestern Life Building; attorney.

Miller Construction Company, North Texas Building; F. Miller, manager; contractors.

C. G. Morgan & Company, 1019 Dallas County Bank Building; C. G. Morgan, president; public auditors and adjusters.

Morris & Morris, 1313 Young street; W. W. Morris, president; wholesale grocers.

The Nunnally Company, 1514 Elm Street; O. H. Huff and J. B. Nettles; retail candy and soda water.

Judge Nelson Phillips, Phillips, Townsend & Porter; 1401 Kirby Building; attorney.

Platt-Spilman Construction Company; Commerce and Murphy Streets; A. R. Spilman, president; steel erectors.

Quality Bread Company, 2817 Williams St.; H. Nathanson, president-treasurer; bakery.

Quillian & Maupin, 1607 Magnolia Building; C. G. Quillian and E. H. Maupin; merchandise brokers, representing American Sugar Refining Co.

John F. Reiger Cigar Company, 316 North Carroll Ave.; Gregory C. Reiger, manager; cigar manufacturers.

Richardson Company of Texas, 808 Central Bank Building; Lloyd A. Fry, vice president; manufacturers of roofing, wallboard, paper cartons, containers.

J. H. Russell Company, 417 Magnolia Building; J. H. Russell, manager; general real estate.

Simpson Rug Company, 1715 Live Oak Street; James N. Simpson and Arthur Simpson; rugs.

Southwest Cake & Meal Company, 1004 Insurance Building; C. L. Widney, manager; cotton seed products.

Texas Realty Company, 728 Kirby Building; G. F. Dean, manager; real estate.

Timken Roller Bearings Service & Sales Co., 2005 Main Street; C. W. Fordham, manager; distributors of Timken Bearings in Southwest.

Murphy W. Townsend, Phillips, Townsend & Porter; 1401 Kirby Bldg.; attorney.

United Supply Company, Inc., 529 South Erway Street; R. S. Christy, manager; electrical merchandise.

Universal Finance Company, 307-9 American Exchange Bank Building; F. L. Martin, president; automobile finance.

Utility Cotton Co., Inc., 1100 South Austin Street; T. L. Kinne, president; re-ginning.

West Disinfecting Company, 1200 Young Street; R. O. Jackson, manager; manufacturers of paper towels, disinfectants, liquid soap.

Commodious New Film Exchange Building



The new film exchange building at 308-10 South Harwood Street is said by the distributors to be one of the best exchange buildings in the whole country. The building is owned by J. O. Davis, H. P. Willard and P. O. Lockett. Finn & Dunne are the architects and George W. Hewitt was the contractor. The building is four stories and basement, 50x150 feet, built of concrete, interlocking tile and brick. It has a total floor space of 30,000 square feet, and is equipped with model film vaults as well as full sprinkler equipment. The new building houses some of the most important film distributing concerns in Dallas. The Consolidated Film & Supply Company occupies the entire fourth floor. On the third floor are the American Releasing Corporation, the Enterprise Distributing Corporation and the Southwest Film Corporation. The second floor is occupied by the Metro Pictures Company, the United Artists and the Al Litchman Corporation. The Associated First National Pictures of Texas occupies the entire ground floor.

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

VOL. 2 JANUARY, 1923 No. 1

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

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of Commerce



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States

Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this can not be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change our present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

Start Now to Save and Later Bind "Dallas"

SOMEONE has said the saddest words are not "it might have been," but are "Volume 1, Number 1." This is for the obvious reason that the mortality is so high with publications. With this issue, "Dallas," the Chamber of Commerce official publication, starts upon its second volume. It starts with every reason to believe it will have an even more successful year than the last. It starts with valuable experience that should enable it to be of greater service in the interests of the wonderful city whose name it bears. It starts with increased circulation over a year ago, which should make it still more valuable to advertisers.

We hope that many of the readers have saved and bound all the copies of Vol. 1, as we know some of them have. It is a compact record of a year in the life of Dallas, one that will increase in value with passing time. Such a bound volume is a reference book of worth. There is every reason to believe that 1923 will be an even more interesting and prosperous year in the annals of our city than 1922. Why not begin now to save, file and later bind the next twelve issues of "Dallas?" It is seldom that the Chamber is able to supply back copies.

A Novel Idea

A western man, in starting a hat store a few years back, tried a rather startling method for bringing himself to the attention of possible customers. He printed the name and address of his store on the corner of business envelopes of high quality, and he also printed the line: "Best Values in Men's Hats." Then he got a list of all the members of the various clubs in town. He sent each one of these an envelope by special delivery mail. The envelopes were all entirely empty.

The next morning the hat man did nothing but answer telephone calls from one man after another who wondered what the letter was that he had neglected to place in the envelope sent with a ten-cent special delivery stamp on it.

"How did you know I sent it?" the hat man invariably asked.

"Because your name was on the envelope."

"Did the envelope say I gave the best values in men's hats?"

"Yes, that was on it."

"Oh, well, then, never mind the letter. In fact, there wasn't any letter. I just wanted you to know I can sell you quality hats cheaper than you can get anywhere else."—Fred Kelly, in The Nation's Business.

Expressing Opinion On National Problems

The Chamber of Commerce of the United States is the medium through which respective local Chambers function with regard to national problems. The voting record of Chambers of Commerce in Texas during 1922 was only 32%, according to word received from the U. S. Chamber. The Dallas Chamber had a 100% record, having voted on each of the 10 referenda submitted during the year. It is announced by the U. S. Chamber that Texas ranked in 1922 with the lowest group of States in the matter of voting on referenda.

Moore Will Head Junior Chamber of Commerce

Granville W. Moore has been elected president of the Junior Chamber of Commerce, succeeding Henry J. Casey. Other officers elected were: B. Felix Harris, 1st vice president; Paul T. McMahon, 2nd vice president, and R. J. Dixon, 3rd vice president; J. H. Yeargan Jr., treasurer, and Theo Jones re-elected executive secretary.

Ad League to "Sell" City

Plans are being worked out whereby the Dallas Advertising League, with the backing and support of the Chamber of Commerce and practically all luncheon clubs, will function as a huge advertising agency which will devote the major portion of the current year to "selling" Dallas to Dallas people and the outside world. Details of the plan will be developed by special committees and announced later.

Of Interest to Our Advertisers

BOTH this and the last issue of the Chamber of Commerce magazine "Dallas" have run in excess of 5,500 copies. The extra copies are being used mainly in connection with our membership work. While the number for the remainder of the year will not average this high, still our circulation during 1923 will be in excess of that of 1922. Also, with a year's experience, the Chamber expects to be able to put out a better magazine this year, one that will be appreciated not only by Dallas people; but that will be of interest to some 400 Northern concerns still without branches in Dallas, and to the large list of Chambers of Commerce, public libraries and various prominent people throughout the United States and Mexico to whom the magazine goes each month. The Chamber would appreciate any suggestion as to the improvement of this, your publication.

The Kind of Letters We Like to Get

W. J. J. Smith, of the law firm of Smith, Robertson & Robertson, American Exchange Bank Building, returned his statement for dues for the first quarter of 1923 with the following notation thereon:

"Please correct this bill for the full year of 1923 and receipt it and return to me so neither you nor I will be required to give attention to the same matter four times. Check for \$30 is inclosed. With best wishes and as a citizen grateful for your great service for Dallas."

A Real Citizen

The real citizen has vision; he is not lacking in progressiveness; he is keen in mind and vigorous in action; he is ready to co-operate with the Chamber of Commerce in what it seeks to accomplish for the upbuilding of the city in which he lives; he will attend public gatherings at which civic movements are to be discussed; he will make himself an integral part of the city; he will contribute of his time, his money, his talent to that which is sought to be accomplished; he will be patriotic at all times, a willing worker, a zealous promoter, a doer of things, a builder, and not a dreamer.

—"Greater Utica"

A Christmas Gift for the Chamber

Henry Nuss, bookbinder, 1517 Main street, presented a most acceptable holiday gift to the Chamber of Commerce in binding without charge five volumes of the 1922 issues of the Chamber magazine "Dallas." This came as a surprise, and so was all the more appreciated. In this connection Mr. Nuss in 1922 paid his entire year's Chamber dues in advance.

Looking Backward

All we have of value left over from yesterday is the **knowledge** we gained in handling yesterday's problems, the **lessons** we learned from yesterday's failures and the **confidence** resulting from yesterday's successes. These are the tools with which **today's** problems must be worked out.

There is only one direction in which the accomplishing, self-reliant man can move—that is **forward**.

The determined, progressive man of ambition must therefore regard yesterday's successes as the door to today's bigger triumphs, and yesterday's failures as supplying the combination which will unlock it.—Winnipeg Community Builder.

Our New Year's Gift to You

A loose leaf leather bound booklet making a convenient and accurate record for your investments holdings—particularly valuable in making out your income tax return.

Your copy will be mailed you at once if you will send in your request on your letter head.

Ask for booklet ER1.

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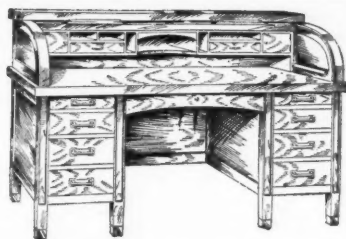
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Association an Aid to Retail Merchants

Along the lines of similar organizations in the larger cities throughout the country, the Dallas Stores Mutual Protective Association was formed at the instance of the Retail Merchant's Department of the Chamber of Commerce, and began functioning on December 1, 1922.

This organization is for the purpose of suppressing shoplifting and other

thieving in the retail stores and to eliminate the giving of forged and "insufficient funds" checks. E. P. Carpenter, a man of many years experience, is in charge of the association and has six operatives under him. Sixty arrests for shoplifting were made during December, a large amount of stolen goods recovered and hundreds of dollars worth of "bad" checks were made good for the several large retailers who use the service of the association.

Developments In Industrial Dallas



THE outstanding event of the month in the industrial development of Dallas was the announcement of the Oak Cliff Paper Mills that \$150,000 would be immediately expended on their plant, increasing its capacity and adding equipment for the manufacture of corrugated shipping cases from the raw material to the finished product. Dallas has felt keenly the need for a modern plant that could produce corrugated boxes in sufficient quantities to meet the local demand, and there is also a wide field throughout the Southwest, as there is no other plant of this kind in the entire Southwestern territory.

Another important concern is the Red Wing Shoe Company of Red Wing, Minn., manufacturers of work shoes and boots. This company will open a distributing branch in Dallas carrying approximately \$100,000 worth of shoes in stock. A sample room and office will be opened immediately at 1205 Commerce street. The Sessel Shoe Company, jobbers of ladies' shoes, has also opened an office and sample room at 1011 Commerce street, and is another valuable addition to the rapidly growing wholesale shoe market.

The West Disinfecting Company of Chicago, another large concern, selected Dallas for Southwestern distributing headquarters, after considering all other cities in the Southwest, and has opened for business at 1200 Young street.

Firms Increase Stock

IN addition to important new developments, a large number of Dallas concerns increased their capital stock during December, some of them being as follows: Titche-Goettinger Company, from \$500,000 to \$1,000,000; H. L. Edwards Company, from \$200,000 to \$500,000; Hamilton Carhartt Overall Company, from \$50,000 to \$75,000; Continental Savings & Building Association, from \$10,000,000 to \$20,000,000; Ideal Laundry Company, from \$40,000 to \$80,000; Texas Ice & Cold Storage Co., from \$75,000 to \$640,000; Austin Bros., from \$200,000 to \$300,000; W. D. Felder & Company, from \$200,000 to \$1,000,000; A. Harris & Company, from \$500,000 to \$750,000; Dallas Steam Laundry & Dye Works, from \$50,000 to \$150,000; Southern Plow Company, from \$100,000 to \$135,000; Dallas County State Company, changing name to Mercantile Bond & Mortgage Company and increasing capital from \$50,000 to \$55,000; Simpson-Whiteman Company, from \$30,000 to \$60,000; Shuttles Bros. & Lewis, from \$250,000 to \$500,000; Texas Portland Cement Co., from \$300,000 to \$400,000; Oak Cliff Lumber Company, from \$60,000 to \$100,000; Texas Portland Cement Co., from \$1,000,000 to \$2,000,000; Neiman-Marcus Company, from \$400,000 to \$500,000; Gus Roos Inc., from \$30,000 to \$75,000.

List of New Firms

New concerns established or chartered during the month follow:

American Machine & Novelty Company, 2308 Live Oak street, incorporated with \$20,000 capital stock; F. D. Wise, C. T. Neitzel and H. A. Bell, incorporators. To manufacture toys and novelties.

Amicable Petroleum Company, chartered with \$50,000 capital stock; F. C. Moss, W. R. Corlett and B. O. Baker, incorporators.

Bradshaw-Robertson Cotton Co., Greensboro, N. C., granted permit to do business in Texas, \$500,000 capital; G. B. Ramsey, State agent.

Christman Process Inc., Shreveport, La., granted permit, \$5,000 capital stock; Marion Church, State agent. Purpose, to operate patent for refining crude oil.

F. E. Compton & Company, Publishers, 58 East Washington St., Chicago, maintaining branches in New York and Boston, have announced their intention of establishing branch office in Dallas with G. D. Carter as district sales manager. The company publishes educational books. The Dallas office has not yet been established.

D. & B. Pump & Supply Company, Los Angeles, Cal., manufacturers of pumps and pumping supplies for oil wells, has purchased a tract of land and buildings at the Aviation Repair Depot at Love Field and will soon establish factory for manufacture of oil well pumps.

Davis Sanborn Manufacturing Company, chartered with \$6,500 capital stock; C. B. Powell, A. N. Roper and A. F. Davis, incorporators.

Dixie Disinfecting Company, chartered with \$10,000 capital stock; E. J. Boyd, O. S. Boyd and S. P. Solomonson, incorporators. This company has operated for some time.

Dunton Cafeteria, W. C. Dunton, operating several cafeterias in Dallas at the present time, has leased the building at 1503-5 Elm street, formerly occupied by the Hunt Grocery Co., and is remodeling the building for a high-grade cafeteria. He expects to spend \$50,000 for improvements and equipment.

Fairmont Creamery Company, Omaha, Neb., manufacturers of food products, have opened sales office at 303 Gaston Building, with Jules H. Rosenbaum as manager.

Finnegan-Cammack Investment Company, chartered with \$75,000 capital stock; T. F. Finnegan, G. D. Cammack and E. M. Finnegan, incorporators.

First State Rubber Company is the new name of the Peavy Rubber Company, 2015 Cabell street, the oldest automobile tire company in Dallas. Under its new name, the company expects to expand its business, operating a retail department for local sales as well as doing a general wholesale tire business throughout the Southwest.

General Audits Corporation, chartered with \$2,500 capital stock; O. Kullenberg, H. M. Kisten and L. R. Patterson, incorporators.

Hobart-Lee Tie Company, Springfield, Mo., granted permit to do business in Texas, capital \$100,000; Paul M. O'Day, American Exchange Bank Building, State agent.

Jenkins, Cobb & Massey Lumber Company, chartered with \$60,000 capital stock; T. H. Jenkins, J. S. Cobb, and J. M. Massey, incorporators.

Johnson Paint & Paper Store Inc., chartered with \$15,000 capital stock; M. S. Johnson, J. A. Tarver and P. E. Johnson, incorporators.

Lincoln Ice & Cold Storage Company has just completed a modern ice and cold storage plant between Haskell avenue, Peak street and Forney avenue, near the State Fair Grounds.

Clarence Martin, cotton seed products broker, has established offices at 406 Linz Building. Mr. Martin is a member of the Texas and Interstate Cotton Seed Crushers Association and does an export business.

Mid-Continent Company Inc., St. Louis, Mo., granted permit, \$4,000 capital stock; L. L. Peck, State agent.

Miracle Company of Dallas, chartered with \$50,000 capital; W. O. Robinson, O. J. Platt and R. M. Williams, incorporators.

Murray Tire Company, home office, Birmingham, Ala., has established Texas distributing branch at Commerce and Pearl streets. This company distributes the Columbus tire.

Nelson & Cole, accountants, have established offices in the American Exchange Bank Building. J. R. Nelson and Austin Cole are the members of the firm.

Oak Cliff Motor Sales Company, 607 East Tenth street, is now the State distributor for the Winton Six.

Oakley Chemical Company, New York, N. Y., manufacturers of Oakite, an industrial cleaning preparation, has selected Dallas as Southwestern headquarters and will soon open an office here in charge of W. B. Mix.

Old London Company Inc., chartered with \$25,000 capital; Mrs. Ruth Rogers, Mrs. Gladys Neal and Frederick Winkler, incorporators; to manufacture chemical preparations.

Orange Drink Company of Dallas, incorporated with \$50,000 capital; J. F. Smith, L. M. Smith and G. A. Gamble, incorporators.

A. N. Palmer Company, Cedar Rapids, Iowa, text books and school supplies, has secured permit to do business in Texas, with F. R. Carlton of the Southern School Book Depository as State Agent.

Platt-Spilman Construction Company, steel erectors, have opened offices at Commerce and Murphy streets. Officers are A. R. Spilman, president and treasurer; L. K. Platt, vice president and superintendent, and A. R. Spilman, Jr., secretary and assistant treasurer. The company also has offices in Houston and San Antonio.

B. E. Porter Inc., chartered with \$500 capital stock; W. H. Camp, W. H. Porter and B. E. Porter, incorporators.

Red Wing Shoe Company, Red Wing, Minnesota, manufacturers of work shoes and boots, will establish Southwestern distributing headquarters in Dallas, carrying \$100,000 worth of shoes in stock. The building at 1205 Commerce street has been leased and is being remodeled for offices and a sample room. M. F. Broghamer will be manager of the branch.

Richardson Company of Texas, a subsidiary of the Richardson Company of Lockland, Ohio, has opened offices at 808 Central Bank Building. This branch will have charge of sales and distribution of Richardson products in Texas, Oklahoma, Kansas, New Mexico, Arizona, Utah, Wyoming, Montana, Idaho, Nevada, Washington, Oregon, Colorado, and California. The parent company was organized in 1868 and manufactures roofing material, wallboard, folding paper boxes and solid fiber shipping containers. Nineteen salesmen will travel out of Dallas. The branch here is under the management of Lloyd A. Fry, vice-president.

Service Sales Company, 2107 Main street, C. L. Mourfield, manager, is engaged in handling a general line of automobile accessories.

Sessel Shoe Company, jobbers of ladies' fine shoes, is opening sample rooms and offices at 1011 Commerce street.

Southern Appliance Company, chartered with \$10,000 capital stock; J. R. Cutler, F. W. Bailey and W. E. McKinney, incorporators.

Texas Ladder Works, Grand Prairie, chartered with \$15,000 capital stock; C. W. Arthur, B. H. Alexander and P. R. Watson, incorporators.

Timkin Roller Bearings Service & Sales Company, now located at 2005 Main street, has taken over distribution of Timken Bearings in the Southwest. This company has leased a building now being erected at 2120 Jackson street by C. M. and R. H. Colville. C. W. Fordham is manager of this branch. W. R. Herring, Southern district supervisor, has also established his headquarters here and will have supervision over the Richmond, Atlanta, Birmingham, New Orleans, Oklahoma and Denver branches from Dallas.

Trinity Gravel Company, chartered with \$300,000 capital; D. G. Smith, D. S. Harston and L. S. Brotherton, incorporators.

West Coast Kalsomine Company, West Berkeley, Cal., operating plants at Los Angeles and Berkeley, will soon establish offices and Southwestern distributing headquarters in Dallas, carrying a stock through the Interstate Forwarding Company

West Disinfecting Company, Chicago, Ill., manufacturers of paper towels, liquid soaps and dispensing apparatus, insecticides, etc., have opened a Southwestern distributing branch at 1200 Young street, with R. O. Jackson as manager. Dallas was selected for this important branch after Harry W. Ruble, general manager, and M. M. Marcuse, president, had visited the principal cities in the Southwest.

W. H. Wheeler & Company of Chicago granted permit to do business in Texas; \$500,000 capital stock, designating Dallas as Texas headquarters. This company manufactures stationery and blank books.

Gets Salable Realty Price

"One of the biggest problems of the real estate man is to get properties at salable prices," says a current business publication. "An eastern real estate company uses a practical plan to do this. When this company learns that someone wishes to sell his home, it sends an appraiser at once to inspect the house and to estimate the price at which it might sell. This appraiser makes it known that he is not interested in making the sale but that he is there for one reason only—that of giving his unbiased opinion of its selling price.

"The appraiser sends in a report to the company and another to the owner immediately after he has made his appraisal. The day following, a member of the company's listing department calls to arrange a sale price; usually the price agreed upon and the terms are approximately those of the appraiser.

"The property owner is satisfied that he is receiving fair treatment and he appreciates the advantage of getting the unbiased and accurate appraisal of his property, before overtures for its sale are made. The company has thought it best to advertise the plan, so letters have been sent to every owner in the vicinity, explaining it and its advantages."

"The plan has worked out very well for this concern. It has established a basis for a salable price and has succeeded in getting houses to sell."

Texas to Have 600,000 Autos This Year

The estimate is made by the State Highway Commission, Austin, that Texas will have 600,000 automobiles by the end of 1923. There are now some 530,000 cars in the State, a gain of about 50,000 in the past year.

Factory Sites and Switch Property

50x125 feet to a 20-foot alley on William St. opposite Ford Plant for only \$7,500.

17,000 square feet on Santa Fe Track in heart of industrial section for only \$9,500.

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Ultimate Comfort

Fred Kelly, in The Nation's Business writes that for years hotels have been competing with one another to provide the ultimate in a guest's comfort. But it is only recently that anyone had enough imagination to think of anything so sensible as a telephone extension in the bath room. What is more annoying than to have to get out of the bath tub all dripping and stand by a wall telephone? One hotel I saw recently has two telephones in each room, one by the bath tub and the other on a stand by the head of the bed. Excellent places for phones, but think how long it took for hotel men, even hotel men with the best of intentions—to quit putting them on the wall where a guest can't even sit down. For that matter, it was many years since phones in private homes were placed where one could talk and be comfortable all at once.

Bank's Charter Extended

The City National Bank of Dallas has just received a 99-year extension of its charter. The first charter of the City National, which is the oldest national bank in North Texas, was granted in 1880, although the institution was founded in 1873, according to George Waverley Briggs, vice-president.

Henry Camp Harris, well known Dallas insurance underwriter, has been named manager of the new department handling direct writing of policies, which has been created by the American Life Re-insurance Company of Dallas.

William H. Atwell has been nominated by President Harding as an additional United States District Judge for the Northern District of Texas.

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New or Used
Cash or Terms

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Construction in Greater Dallas in 1922

ALL previous building records in Dallas were smashed the past year, with nearly \$21,000,000 worth of new construction in Greater Dallas.

This includes 4,556 permits with valuation of \$18,646,988 within the incorporated limits of Dallas, building permits totaling \$1,475,012 in the municipality of Highland Park, and approximately \$500,000 worth of construction in various additions such as Lakewood Heights, Country Club Estates, Edgemont, Trinity Heights. This is the first year the Highland Park permits have not been included in the total for Dallas proper as this village and the additions mentioned are a part of Dallas, although not in the incorporated limits of 23 square miles.

City Building Inspector, D. C. McCord, announces that Dallas ranks 18th in total volume of building and second in value of building permits per capita in the Nation for the four-year period ending Dec. 31, 1922. Dallas' total for the four years was \$61,323,979. Los Angeles was first in per capita, Detroit third, Atlanta fourth, and Indianapolis fifth. Mr. McCord used the 1920 Federal census standing, which gave Dallas the rank of 42nd city. In volume of building the cities ranked in the following order: New York, Chicago, Detroit, Los Angeles, Philadelphia, Baltimore, Boston, San Francisco, Cleveland, Pittsburgh, Indianapolis, Milwaukee, St. Louis, Seattle, Minneapolis, Buffalo, Kansas City, Dallas.

In Dallas proper Mr. McCord's figures show \$4,000,000 worth of brick construction and \$9,000,000 worth of frame construction during 1922, with more than \$5,000,000 divided between brick veneers and concrete, and lesser amounts for stucco, stone, steel and tile construction. Every month during the year showed building permits in excess of \$1,000,000.

Splendid Outlook for 1923

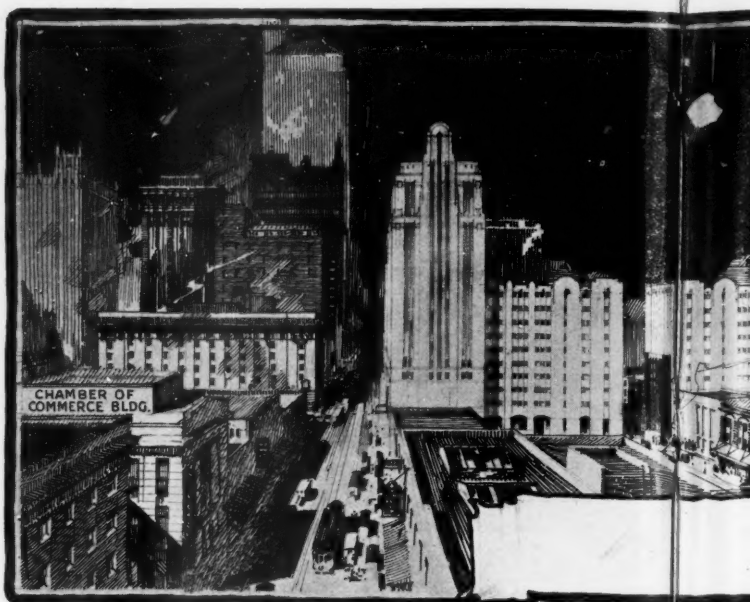
MR. McCord anticipates that 1923 will show as good, if not a better record than 1922. Work is now in progress on several large buildings, the bulk of the value of which will go into the totals for this year. Only excavation permits have been granted for the Dallas Athletic Club, to cost \$1,250,000 for the building alone. The First Methodist Church, the Methodist hospital, Stoneleigh Court Apartment Hotel, and the enormous Santa Fe terminal office building and warehouse to cost \$5,000,000, the first excavation permit for which was \$300,000. The building for the new \$2,180,000 plant of the Dallas Power & Light Company is one of the many other large projects to materialize the coming year.

Plans for the construction of a 14 story hotel at Commerce and Poydras streets have been announced by Charles L. Sanger. It is proposed, Mr. Sanger said, to organize a company to undertake the building enterprise. Joseph W. Gardner, president, and D. C. Bell, secretary, of the Gardner Amusement Company, are associated with Mr. Sanger in the project. Percy Tyrrell, who has managed the Gunter Hotel at San Antonio for the past ten years, has entered into an agreement to lease and operate the hotel for 25 years, Mr. Sanger said. Herbert S. Green of San Antonio is preparing plans for the building, which is to cost about \$600,000 complete and have 465 rooms, all with baths.

Dry Goods Firm to Enlarge

A SEVEN-story and basement addition to the building of the Higginbotham - Bailey - Logan Co., wholesale dry goods firm, at Jackson and Lamar streets, will begin shortly after the first of the year, according to announcement by R. W. Higginbotham, president of the firm. The addition will front 75 feet on Jackson and will extend 200 feet to Lamar, making the size of the entire plant 200 feet square and covering an entire block. A number of manufacturing plants now operated by the company in other parts of the city will be housed in the new building and the additional facilities will enable the company to materially increase its output of manufactured articles, which include overalls, underwear, women's and children's clothing, etc.

Contract for the construction of the first section of the freight depot for the Gulf, Colorado & Santa Fe Railroad, at Young and Poydras streets, has been let to Summer, Sollett & Co., of Chicago. The first unit will cost complete about \$200,000. Eventually two other sections will be added to the building, the first section being used for inbound freight only, according to F. G. Pettibone, vice president and general manager of the Santa Fe.



New \$5,000,000.00 Santa Fe Office Building



COMING in the nature of a magnificent New Year's gift for Dallas was the announcement last month that within the next sixty days work

will begin on a \$5,000,000 office and warehouse building project to occupy the site of the old Santa Fe Depot and extend south over four blocks to Young street. The 20-story office building will face on Commerce street, between Kendall and Poydras and the warehouse will be in four separate 10-story units, linked together by tracks in tubes under the intersecting streets, Jackson, Wood, and Marilla.

The Terminal Building Corporation, which will be chartered soon, is the holding company that will build and operate the Santa Fe Terminal Warehouse and Office Building. One-half of its directors will be of the Santa Fe Railroad and the others will be Dallas men. Legal details were handled by Rosser J. Coke, of Coke & Coke, with S. C. Kirkpatrick, assistant to the general manager of the Santa Fe. Among the latter are T. E. Jackson, H. A. Olmsted and others who will be announced later. For many years the Santa Fe Railroad has been holding this property with the hope that just such a project might be worked out, and F. G. Pettibone, vice-president of the Santa Fe Railroad and general manager of the Southwestern division, has announced that his road is greatly pleased with the culmination of the plans.

1922 Reaches Nearly \$21,000,000.00



Office Building and Warehouse Units

1,400,000 Square Feet of Space
WITH 200,000 square feet of floor space in the office building and 1,200,000 square feet of floor space in the warehouses, the combined project will be larger than any building in the Southwest, and one of the largest of its kind in the Nation. The Dallas Transfer Company has announced it will undoubtedly occupy one entire low-story unit. More than half of the space in the warehouses has already been leased, the majority of it to Northern and Eastern industries. It is understood that a single related industry will likely occupy at least half of the space in the office building.

Lloyd R. Whitson and F. Cowderoi Dale, associate of the Royal Order of British Architects, are the architects, and a \$3,500 permit for wrecking the old Santa Fe Station and a \$300,000 excavation permit have been granted by the city to Mr. Whitson.

An underground trackage system, following the lines of the tube system in larger cities, will be provided for the warehouse with room for "spotting" 80 freight cars at a single time.

No overhead connection will be provided between any of the units, and Jackson, Wood and Marilla streets will not be changed in any way.

The office building will be of structural steel and reinforced concrete, finished with brick and terra cotta, with a copper roof which will gradually become a deep green color. The building will have four finished sides instead of the usual three and a back wall, and each office will have an

outside outlook. Five arches will provide access and exits to the office building lobby and four high speed elevators will be used.

City officials, the Chamber of Commerce and the Dallas Open Shop Association have given assistance during the past year when the plans were being worked out. T. P. Roberts, manager of the Open Shop body, spending a particularly large amount of time on the project. In commenting on the building, Mayor Sawnie R. Aldredge declared:

"This is the most important development, in my recollection, that has ever occurred in Dallas. When completed it will advertise our city throughout the Nation and will direct the attention of Northern and Eastern industries to the fact that Dallas is equipped to care for any industry that desires to locate here. Too high tribute cannot be paid to Vice-President Pettibone of the Santa Fe, as well as the enterprising Dallas men interested in the project, and President Frank M. Smith, of the Chamber of Commerce, for the culmination of this magnificent acquisition for our city and the Southwest."

The underground tube system to be used in connection with the warehouses is the first move of the City Plan Commission to remove all railroad tracks from the prominent city streets. Chairman John J. Simmons, of the City Plan Commission, and City Plan Engineer E. A. Woods have adapted all recommendations in civic improvements to fit in with this general removal plan.

Big Auditorium Planned

ISSUANCE of \$1,500,000 of bonds for the purchase of a site and the construction of a municipal auditorium and civic center for Dallas is requested by the Municipal Auditorium Committee. The Board of Commissioners are requested to submit the question of the bond issue at the next municipal election, in April. The proposed building would accommodate between 8,000 and 10,000 people.

Definite action is expected soon on the new sub post office to be erected

near the Union Terminal Station. It will be of reinforced concrete and brick veneer, two stories and basement. It will supplant the Jackson street station, lease of which has expired.

The Ginner & Miller Publishing Co., 1802 Jackson street, has purchased a lot at the corner of Commerce and Murray streets and will erect a two-story brick building in which will be housed a modern printing and publishing plant. This property was purchased from Alex Camp, the deal being handled by Herman H. Webster.

The Republic National Bank has announced it will expend \$100,000 in remodeling its building on Main street, adding 1,800 square feet of floor space to the main banking room, and many other improvements.

The Hughes Auction House is to erect a two-story brick building in the 2500 block on Elm street to cost \$45,000.

Freickert & Fretz are having erected a two-story store and office building at Commerce and Prather streets, adjoining the new Y. W. C. A. Building, nearing completion.

Contract for the construction of a two-story building costing \$75,000 on the old Opera House site at St. Paul and Elm streets has been let to Hickey & Montgomery, C. D. Hill & Co. being the architects. Owners of the property are S. B. Perkins and A. M. Samuells of Dallas and S. B. Brooks of Greenville. It is planned to erect a 15-story office building on this corner at the end of five years.

The northwest corner at Main and St. Paul streets has been purchased by Volk Bros., Inc., from E. H. Hulsey of Dallas and R. Lee Kempner of Galveston for \$262,500. The property, which faces 75 feet on Main and 100 feet on St. Paul, connects with other property facing 75 feet on Elm street, purchased a year ago by Volk Bros. The shoe firm expects in time to remodel or erect a new building on the property, changing its present location at 1208-10 Elm street.

The American Express Company has remodeled and occupied new quarters at Commerce and Field streets and it is understood they will shortly begin work on a \$200,000 addition to their shipping depot at the Union Terminal Station. The company also plans to completely motorize its delivery system at a cost of \$100,000.

The Inge Construction Company has started work on the new Richard P. Freeman Hospital, to be used as a children's clinic by the First Presbyterian Church. It is at 3617-23 Maple avenue. The building permit was for \$45,000. Lang & Wittell are the architects. This section is rapidly becoming a hospital center, with con-

Happiness and Prosperity with the New Year in Dallas

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Dallas enters 1923 with the most extensive building program in its history. Dallas has passed successfully through all the stages of greatness and is now a really big center of commerce and industry. It has been built upon the faith, co-operation, and integrity of its people.

To the city's citizens each year has added much to the satisfaction that comes of living here and doing business here.

The New Year promises to be no exception.

Dallas Power & Light Co.

struction under way in this vicinity on the \$50,000 Hope Cottage, \$200,000 Hella Temple Children's Hospital and three new wings to the Parkland Hospital costing \$200,000.

The Texas-Oklahoma Phonograph Co. has announced it will begin soon the erection of a three-story and basement office and warehouse building on McKinney avenue near Lamar street, to cost approximately \$50,000.

Contract for the erection of a three-story brick building at 2114-16 Griffin street has been awarded by the Beckett Electric Company to the Trinity Construction Company. It will be used as an office and warehouse by the company.

Construction of the new Odd Fellows' Home probably will be started within a few months, it has been announced. The order owns the site at Cabell and Pearl streets. It will be six stories, 75x90 feet, and cost \$150,000.

The Dallas Saddle and Bridle Club, an organization formed recently in Highland Park, has announced plans for the erection of an indoor riding academy to cost \$70,000, and with seating capacity for 1,500. Henry A. Hassan, Jr., is chairman of the building committee.

S. G. Webb of Minden, La., is having erected at Griffin and River streets a two-story brick building costing \$15,000, which has been leased by the Selig Company of Texas. The Inge Construction Company are the contractors.

The new home of the Boren-Stewart Wholesale Grocery Co., at Young and Poydras streets, costing \$125,000, was formally opened last month.

The Dallas Gas Company has had its requisition approved for the construction of two brick buildings to cost about \$100,000. These will be at Logan and Santa Fe streets and will be used as headquarters for construction work and shop forces.

Plans and specifications for a municipal market place costing \$500,000 are being considered by the Municipal Market Committee, Charles L. Sanger, chairman.

Ira P. DeLoache is to have erected a two-story brick building, 150x200 feet, costing \$50,000, at the corner of Knox and Travis streets, Lang & Wittchell, architects. It is to be leased to retail establishments.

Contract for a two-story brick building, 80x65 feet, at Ross near Griffin street, has been awarded to Rogers & O'Rourke by out-of-town citizens who own the property. The Miller Rubber Company has taken a 10 year lease on the building.

Brundage Adds Partner

J. T. Lynch, who has been associated with Alfred H. Brundage since 1919, has become a full member of the firm which will be known hereafter as Brundage & Lynch, with offices at 1204 Kirby Building. Mr. Brundage originally established his office in 1918 and has developed one of the largest practices in the city in the field of income tax accounting.

Open Shop Stabilizes Building Activities

COMMENTING on the mammoth building program in Dallas the past year, President R. S. Haseltine of the Dallas Open Shop Association calls attention to the fact that more than 60% of the building operations were on the American Plan Open Shop basis.

"All of this large construction program was carried out without a strike in the building industry, something of which all Dallas should be proud. The absence of strikes has meant much not only to the workers but to the business interests of the city as well. While wages have not been decreased during the year, building costs have shown a reduction on account of efficiency of the workmen in every line. While there is a marked improvement, the Open Shop can never be made universal in Dallas and its benefits fully realized until all our citizens give a thought to the matter when they are making their construction contracts by inserting in their specifications the Open Shop clause, which means equal opportunities to both independent and Union workers.

"The manufacturing industry of Dallas is practically all Open Shop. The printers and engravers have done much toward helping maintain Open Shop conditions here. Through the loyal support of the business institutions they have maintained Open Shop in the printing industry, thereby helping to keep down the cost of printing, which is already high, and yet have not reduced wages. Many new industries have located here the past year and some have stated they were attracted here largely because of the industrial freedom that maintains in Dallas. Dallas has received advertising of incalculable value during the existence of the Open Shop here the past three years. Our free employment department, in the basement of the Chamber of Commerce Building, is at all times ready and anxious to furnish craftsmen upon which the employer can depend."

The Wichita Falls & Southern Railway, recently purchased from the M. K. & T. Railway by Frank Kell and associates, has opened a traffic office here at 501 Slaughter Bldg. with C. A. Wilson as general agent.

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Head of Cotton Belt Entertained

Daniel Upthegrove, president of the Cotton Belt Railway, together with other officials of the road, were the guests of the directors of the Dallas Chamber of Commerce at a luncheon Dec. 17. Among the speakers, Louis Lipsitz, a life long friend of Mr. Upthegrove, paid tribute to the recently elected head of the Cotton Belt, and he and other Dallas men spoke of the high regard Dallas and Texas have for the system. The Cotton Belt considers Texas as one of the best fields of development in America today, Mr. Upthegrove said. He was highly complimentary of Dallas, stating that "the whole world is watching Dallas—the fight for the Open Shop form of employment, which I believe has been responsible for much of the mammoth building program, even in the face of the hard years that have been put behind us, has commanded national attention and commendation."

Olmsted Re-elected Head of State Fair

H. A. Olmsted has been re-elected president of the State Fair of Texas and J. B. Adoue Jr., has been added to the directorate, succeeding Wiley Blair who some time back announced he could not serve again. The 1923 State Fair will be held Oct. 13-28.

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Southwest in Splendid Shape for 1923



RECOVERY made by the cotton growing States during the past eighteen months is cited as phenomenal by the Federal International News, published at New Orleans, in its November report. Eighteen months ago the South was at the bottom of a cotton slump. It was thought by many there could be little recovery here until there was recovery in Europe. But on November 3, 1922, the visible supply of American cotton was only 3,367,000 bales as compared with 4,356,000 bales the preceding year, and so we seem to have on hand scarcely enough cotton to supply a ragged world until another crop can be produced.

Today the greater part of the cotton producer's debt has been paid. Net demand deposits in the reporting member banks of the Richmond, Atlanta and Dallas Reserve banks, covering the cotton belt, on Oct. 25, 1922, were \$836,778,000 compared with \$728,921,000 on April 27, 1921.

With regard to the Southwest, Governor McKinney of the Dallas Federal Reserve Bank, told a gathering of Galveston bankers on Dec. 7 that "never has there been a time in the history of the 11th Reserve District when the Dallas Federal Reserve Bank and member banks could lend so heavily on their own resources. The banks of the district as a whole owed the Federal Reserve Bank \$56,000,000 a year ago and we were still borrowing from other Federal Reserve districts to accommodate them. Now they owe less than \$15,000,000 and we have had to go into the general market and purchase \$33,000,000 worth of bankers' acceptances and Government securities to keep our money employed."

Advance in Crop Prices

CHICAGO prices of staple farm products, all of which are produced in the Southwest, showed the following percentage increase in prices in December, 1922 as compared with December, 1921:

Product	Per cent
Cotton	53
Wheat	18
Corn	63
Oats	40
Grain Sorghums	127
Hogs	22
Beef Steers	37
Fat Sheep	80
Fat Lambs	70
Wool (Boston)	60

The principal reason offered for the increase in prices of farm and ranch products is the enormous improvement in the home market, caused by the re-employment of millions. Also there is somewhat better foreign demand, backed by improved exchange.

But in the South, as a section, particular praise with reference to the cotton situation should go to its adjusting supply to demand, financing and marketing intelligently, and improving new methods of credits to take the place of defaulted methods of pre-war days. The South and Southwest have learned a lesson that should be most valuable for all time to come. Better acre yields and lower cost of production are the watchwords these days with the cotton growers, and diversification and the development of other resources are being practiced more than ever before. Texas alone produces 25 major crops in commercial quantities. Since the war Texas farmers are producing more of their necessities at home and using cotton to a greater extent as a money crop.

Production by States

PRODUCTION of cotton by States shows that in 1922 Texas grew nearly one-third of the Nation's supply, according to the December 12 estimate of the U. S. Department of Agriculture. The figures given do not take into consideration linters, a product obtained at the mills from the seed, and which total about 7.4% as much as the lint production. Figures for California include 8,000 bales grown in Lower California, (Mexico). The production by States follows:

State	Bales
Texas	3,290,000
Arkansas	1,040,000
Mississippi	1,010,000
North Carolina	852,000
Alabama	835,000
Georgia	735,000
Oklahoma	635,000
South Carolina	530,000
Tennessee	400,000
Louisiana	357,000
California	85,000
Arizona	42,000
Florida	25,000
All Others	15,000

Cotton seed, considered practically valueless not so many years ago and frequently destroyed, add largely to the revenue. As an instance the 1918-19 Texas cotton crop was worth \$415,-738,586 in lint and \$64,638,510 additional for seed.

The Steele By-Products Co., Inc., of Birmingham, Ala., with a branch at Dallas, has changed its name to Cotton By-Products Co. L. Carroll Steele, of Dallas, is president of the company.

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Market and Storage for Broomcorn

Raising of broomcorn in this territory will doubtless receive an impetus through the recent location of the Southwestern Broom Supply Company at Aviation Repair Depot, Love Field. The company is in the market at all times for broomcorn and also offers storage facilities for 500 cars of the product, and will advance money on broomcorn stored with them. It handles broomcorn seed, broomcorn harvesting machinery and broom manufacturing supplies. Broomcorn is an excellent "catch" crop, as well as offering attractive features as a standard crop, and the soil of Texas is well adapted to its growth. C. H. Cahtten is manager of the Southwestern Broom Supply Co.

50,000 Back to School

The return of students to various Dallas educational institutions following the holidays calls to mind the importance of Dallas as an educational center. The total in attendance at Dallas schools is fully 50,000, divided roughly as follows: Public schools, 33,000; public free night schools, 4,000; Southern Methodist University, 2,000; and the others divided between Baylor Medical College, Dallas University, St. Mary's College, Terrill School, Hockaday School, and other private schools, business colleges and Y. M. C. A. and Y. W. C. A. night schools.

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Makes the Office a Better Place
To Work In
You'll Miss Typewriter Noise Like You
Miss a Headache.
The Noiseless Typewriter
F. PRUTER, Dist. Sales Agent
219 Dallas Co. Bk. Bldg. X-5304

C. T. Lynn & Co.

ACCOUNTANTS AND AUDITORS

4528 ASH LANE, DALLAS, TEXAS
Telephone H-8618

Audits—Systems—

INCOME TAX

Adjustments

Wholesale Market Plans Greatest Season

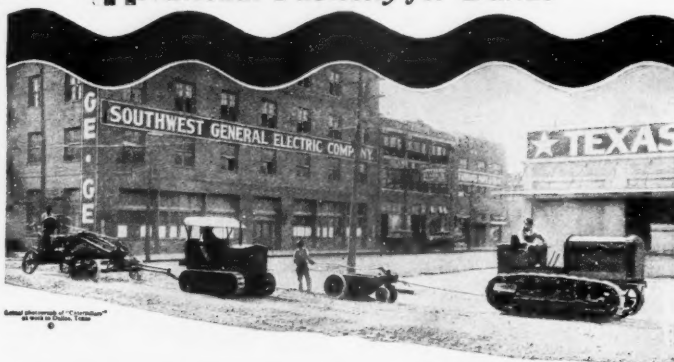
WITH what is expected to be one of the greatest years ahead in the history of the Dallas market, the directorate of the Wholesale Merchants' Department of the Chamber has been named and dates set for the spring market season and style shows. L. O. Daniel has been re-elected chairman of the Department, with the following vice chairmen: O. S. Boggess, 1st; Gus W. Thomasson, 2nd; and A. P. Johnston, 3rd. Directors for the new year follow: W. T. Davis, A. P. Johnston, O. S. Boggess, F. H. Kidd, M. I. Freedman, L. O. Daniel, L. H. Lewis, C. L. Sanger, C. L. Norsworthy, Sam Lawder, M. M. Blakeney, J. H. Jenkins and C. W. Padgett.

The spring market season will open officially in Dallas Jan. 28, when

merchants who wish to come into the Dallas market on the first Monday may have the opportunity of securing a rebate on railway mileage. The first day of the actual buying season will be Jan. 29, and the season will conclude Feb. 23. Among innovations this year, two chartered special trains with accommodations for all buyers who wish to visit the market will be run complimentary from Little Rock, Ark., and Alexandria, La., where buyers from the two States will be concentrated. It is planned during later seasons to operate similar trains from other Southwestern States.

Dates for the three style shows to be held in connection with the season are Jan. 30, Feb. 6 and Feb. 13. W. B. Williams will be general chairman of the style pageant, with Herbert B. Carpenter re-elected as director. The Wholesale Merchants' Department is mailing during January more than 100,000 pieces of printed matter descriptive of the Dallas market and style pageant, these invitations reaching more than 20,000 Southwestern retailers.

National Publicity for Dallas



Dallas makes her tax dollar do more

The "Caterpillar's" field of usefulness is by no means limited to road work. There is a "Caterpillar" of size and capacity for every power need. On farm or ranch, in the mining, oil and lumber industries for snow removal and other civic work—wherever tractive power and endurance are at a premium, the "Caterpillar" has no real competitor.

Dallas, Texas, after competitive demonstrations, bought three "Caterpillar" Tractors in June, 1921, for use in its street maintenance department. These machines proved so economical of time and labor that last April the City added two more "Caterpillars" to its fleet.

City Engineer Fairtrace says: "Before we had 'Caterpillar' motorized outfits we could only smooth up our 300 miles of dirt and gravel streets once a year. Now we are grading these same streets every six weeks, or eight times as often. And our yearly cost of street maintenance has not increased one penny." Official estimates show that Dallas also is saving approximately \$60,000 annually on

garbage disposal costs by using the "Caterpillar" method of hauling.

Fort Worth, Corpus Christi, Houston, Denison and many other Texas cities, as well as hundreds of other progressive cities and towns throughout the country, are using "Caterpillar" power to reduce the cost of public works and make tax funds go further. The "Caterpillar" is a sound investment for any community. It is "The Nation's Road-Maker," and it has a year-round usefulness in the widest variety of power jobs, such as preparing park sites, hauling materials, leveling and ditching streets and alleys, scarifying, belt work or snow removal. Send for our booklet on the "Caterpillar" in municipal service.

CATERPILLAR
TRADE MARK
HOLT
PEORIA, ILL.
STOCKTON, CALIF.

There is but one "Caterpillar"—Holt builds it. The name was originated by this Company, and is our exclusive trade-mark registered in the U. S. Patent Office and in practically every country of the world.

THE HOLT MANUFACTURING COMPANY, Inc.
PEORIA, ILL. STOCKTON, CALIF.
Export Division: 14 Church St., New York
Branches and service stations all over the world

Shown herewith is the reproduction of a page advertisement printed in two colors in the Oct. 21, 1922, issue of the Saturday Evening Post, by the Holt Manufacturing Company, which has district headquarters at Dallas. The use of a Dallas scene in a publication with the tremendous circulation possessed by The Post is of much value in a publicity way for Dallas. It is hoped that the district offices of the hundreds of big concerns located here will never let pass an opportunity to secure publicity for Dallas in any advertising campaigns that may be handled by their companies.

Dallas Leads the South in Printing



ALLAS leads the South as a commercial printing center, both in number of plants and value of product, according to the last U. S. Census of Manufacturers. This is for book and job printing plants only, the newspaper and periodical industry not being considered.

	Val. of Products	Persons Engaged	No. of Plants
Dallas, Tex.	\$4,298,316	754	64
Louisville, Ky.	3,829,147	1239	50
Nashville, Tenn.	2,997,598	1306	39
Atlanta, Ga.	2,963,568	963	59
New Orleans, La.	2,451,384	911	82
Memphis, Tenn.	1,420,539	478	34
Oklahoma City, Okla.	1,409,474	401	34
Houston, Texas	1,328,132	522	37
Fort Worth, Tex.	1,323,929	332	27
El Paso, Texas	1,280,629	203	19
Birmingham, Ala.	1,196,865	399	24
Little Rock, Ark.	848,351	306	14
Jacksonville, Fla.	638,305	249	28
Augusta, Ga.	503,400	62	10
Tulsa, Okla.	503,226	123	16
Savannah, Ga.	496,926	205	15
Chattanooga, Tenn.	503,455	173	25
Huntington, W. Va.	371,158	102	8
Charleston, S. C.	362,848	158	11
Mobile, Ala.	314,758	128	14
Knoxville, Tenn.	313,367	136	14
Macon, Ga.	287,107	74	10
Wheeling, W. Va.	134,401	52	8
Tampa, Fla.	124,448	59	10



An old-fashioned garden in Highland Park. Residence of S. B. Perkins.
Cut Courtesy Flippen-Prather Realty Co.

FOR ANY OCCASION

CALL

YELLOW CAB COMPANY

X-1414

Mrs. Mamie Folsom Wynne has been elected president of the City Federation of Women's Clubs, succeeding Mrs. W. P. Zumwalt. Mrs. E. L. Bale was chosen 1st and Mrs. B. F. Longley, 2nd vice president, Mrs. E. R. Gracey, recording, and Mrs. C. C. Holder, corresponding secretary.

REDUCED FREIGHT RATES TO DALLAS

from

CHICAGO, ST. LOUIS, CLEVELAND, DETROIT, ROCK-FORD, BUFFALO and PITTSBURGH.

UNIVERSAL SERVICE is second only to EXPRESS, and offers rates considerably under the regular railroad rates.

For further information, call Y-2401.

UNIVERSAL CARLOADING & DISTRIBUTING CO.

911 Marion St.

Dallas, Texas.

S. KOENIGSBERG, Inc.

See Our Line of Full Dress and Tuxedos
TAILORS AND IMPORTERS

1306½ Main St.

Prevent Fire—Protect Your Property

Smith Detective Agency and Nightwatch Service

720-722 Kirby Building

Geo. A. Smith, President
Dallas, Texas

Phone X 1665

Burglar Alarms, Watchmen, Signal Service Boxes, Detectives Furnished by a Dallas Institution

KIRKPATRICK-THOMPSON CO

Paul R. W. (Bob)

INSURANCE

All Kinds

SURETY BONDS

Standard Stock Companies Only

PHONE US X-7184

604-10 PRAETORIAN BLDG.

J. L. BURGESS L. E. BURGESS
S. P. SADLER M. N. CHRESTMAN
O. D. BRUNDIDGE O. A. FOUNTAIN
H. A. BATEMAN

BURGESS, BURGESS, SADLER, CHRESTMAN & BRUNDIDGE

Attorneys

1107-1111 Southwestern Life Bldg.

General Civil Practice

Specialties—

Corporation, Insurance, Machinery and
Real Estate Practice.



Call

Flexlume Service

X 5003

Expert designers and
manufacturers of original
raised glass letter electric
signs.

420 Slaughter Bldg.

DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Announces the second term beginning January 1, 1923.

These new courses will be offered evenings at the Chamber of Commerce:

Casualty Insurance
Advertising Design
Retail Merchandising
Personnel Management
Real Estate Practice

The following courses will be continued from the first term:

Accounting
Life Insurance
Business Law
Salesmanship
Economics

For information, address the Secretary.

DALLAS SCHOOL OF COMMERCE
Southern Methodist University

Cannon Ball Towel Supply Co.

2009 Orange Street
DALLAS, TEXAS

Everything furnished in the
Towel Supply Line
Service Unexcelled. Phone X 2736

We are in position to save you money on
your commercial photographs.
Every exposure guaranteed. Try us.

Raymond Studio

Harry Bennett, Prop.
Phone X-1384 2004 McKinney Ave.

Lang & Witchell

Architects and Structural
Engineers

American Exchange National
Bank Bldg., Dallas

B. E. McCleskey has been named manager of the residence sales department of the R. H. Gamble Company, realtors.

The Dallas Women's Club with its purpose the promotion of a clubhouse for the clubwomen of Dallas, has been formed with Mrs. T. L. Westerfield as temporary president.

School of Commerce News Items

THE winter term of the evening school of the Dallas School of Commerce of Southern Methodist University opened the first week in January, with new courses offered in Casualty Insurance, Real Estate Methods, Personnel Management, Advertising Design, Retail Merchandising. The courses in Accounting, Life Insurance, Business Law, Economic Theory are continued from the first term, and have additional students enrolled at the new term.

The Dallas Fire Underwriters' Association has offered prizes amounting to \$180 for the best written essays in both the Fire Insurance and Casualty Insurance Courses. The winners of the Fire Insurance essays will be announced this month, and the competition in the Casualty Insurance Course will take place in March.

The new course in Real Estate Methods is sponsored by the Dallas Real Estate Board, and will consist of lectures on the subjects of Liens, Contracts, Interests in Realty, Taxation, Transfer and Closing Title, Property Management, Mortgage Loans, Leases, Salesmanship, Brokerage, Valuation, by prominent local Realtors, as well as assigned study on the same subjects from a text-book. F. K. Osborne of the Collett H. Munger Co. will be in charge of the course.

The new term in the Life Insurance Course includes the subject of Life Insurance Salesmanship, to be taught by A. C. Bigger, president American Life Re-Insurance Company, formerly superintendent of agencies, Southwestern Life Insurance Co. The class in Life Insurance Policy Contracts will be taught by O. Samuel Cummings, educational director North Texas Association of Life Underwriters, and assistant state manager, Kansas City Life Insurance Co.

The class in Retail Merchandising will be in charge of W. C. Wales, Professor of Marketing, Southern Methodist University, formerly of Halle Bros. Co., Cleveland, Ohio. This course will consist of text-book study and lectures by local retail merchants.

The course in Advertising Design will be taught by H. W. Smith of the Dallas News advertising department, formerly professor of advertising of Missouri University School of Journalism.

Advertising Agency Puts Headquarters Here

It has been announced by the Southwestern Advertising Company, which occupies the entire fifth floor of the Simpson-Whiteman Building, that early this year the entire production forces of the company will be concentrated at the Dallas office. Contact offices will be maintained at Oklahoma City and Tulsa; but Dallas will be headquarters for the concern. The company was established in 1913 at Oklahoma City. Its clients are located in eight Southwestern States and it was believed these could be better served from a central office here than with headquarters at any other city.

Service Rendered by Our Chamber to Farmers

THE Agricultural Department of the Chamber of Commerce has a definite plan of work throughout the year, taking up the major project at seasonal times and devoting enough time to each project to really accomplish something worth while. Two major projects were undertaken in December. During December six terracing demonstrations were conducted by the County Agent's Office. These demonstrations will average forty acres to the demonstration at a cost to the farmer of from \$2 to \$5 per acre. The best calculation obtainable shows that land that has been terraced is worth to the farmer in increased production from \$10 to \$15 per acre. The farmers of Dallas County are fast realizing the importance of such work, and many calls are made on the Agent's Office during the year for this character of work with many more demonstrations to be given during the ensuing year.

Forty-two poultry flocks were culled during the month for egg production, and standard bred qualities, each party becoming a poultry demonstrator and agreeing to keep an accurate record of eggs gathered, feed a balanced ration, and improve the poultry management of their respective flocks. These demonstrators report to the County Agent once each month the results obtained from such improved methods of poultry husbandry.

More than 1,000 boys have been enrolled in the Agricultural Clubs during the month representing 30 clubs.

Home Economics Department Plans Active Year

THE Home Economics division of the Agricultural Department of the Chamber of Commerce is beginning the new year with work in 43 communities representing 36 women's clubs of the county. These clubs are interested in civics, hot lunches in schools, school classification, home improvement and health. At this time all health work is being conducted by Miss Frances Russell of the Red Cross, who is county nutrition specialist. Business and professional men and women of Dallas, as well as club women, are kindly assisting with evening programs arranged for the benefit of the entire communities in which they are held. The clubs are now planning to make a special study of hot lunches, bread and cake making, gardening and canning.

The girls' clubs, under the direction of Miss Pauline McKinney, are being organized for the new year. At Wilmer there are 11 girls starting their fourth year's work. This is the largest fourth year class of any club in the county. The girls who have completed the past year's work will receive certificates in the near future, and a few girls will receive diplomas for the completion of four years' work.

This Pamphlet Sets Forth Pure Americanism



ORGANIZATION and Fair Play" is the title of a neat pamphlet published by the Chamber of Commerce of the United States, of which the Dallas Chamber is a member. It contains the address given by president Julius H. Barnes when the U. S. Chamber directors were entertained here, together with a brief introduction touching upon Texas. Copies of this pamphlet may be obtained by writing the U. S. Chamber of Commerce, Mills Building, Washington. The introduction in part follows:

"In this visit to Texas the Directors of the Chamber of Commerce of the United States are allowing themselves a personal satisfaction as well as equipping themselves for the better discharge of the responsibilities of their office. If the Chamber is to rise to the full measure of its obligations and opportunities, it must possess an intimate and comprehensive understanding of the needs of every section.

"The State of Texas has always been the land of romance and adventure in the mind of the American youth. It still possesses the fascination of the frontier and the more modern interest of a great commercial community. With its oil, it quickens the process of modern industry in every line. With its cotton, it touches the intimate habits and homes of people in every land. With the products of its vast ranges, it reaches the tables of every American home. So bound up as it is with the industrial life and the human existence of our own country and our world neighbors, it is of especial usefulness that the Directors should from their own busy lives plan this intimate and friendly contact with the great Southwest."

It is a matter of regret that because of lack of space it is impossible to carry the entire address in "Dallas." Among highlights might be mentioned the statements that it is "not fair play" that organizations of men shall deny the right to work to men of other views; that labor parties or farm blocs have no lasting place under the American conditions of fair play; that it is not fair play that regulatory legislation of public services which possess the character of monopoly, such as railroads, public utilities, etc., should be admin-

Meet

W. REED MAY

DALLAS MAILING CO.,

X-6048



The Unmatchable Convenience of Natural Gas Service

It

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

istered in such a narrow view that the investments which created these public services shall be undermined or destroyed. It was also stressed as unfair play when a group of men temporarily in authority in national legislation shall vote gigantic appropriations and seek to avoid the responsibility of providing the revenues from which these can be paid. The address is a setting forth of true Americanism and the Dallas Chamber feels it should be read by every one.

Advance-Rumely Company Holds Convention

The Advance-Rumely Co. held an exceptionally large and successful "tractor school" here last month, attended by nearly 200 dealers in its lines from various Southwestern States. The feature address at the annual banquet was made by Colonel Finley P. Mount, president of the company, and was in most optimistic vein. He offered sound reasons why greater prosperity may be expected in 1923. He also said he believed the farmer will never become aligned with organized labor and he was of the opinion that the co-operative marketing plan among farmers is certain to succeed. He believes there will be heavy buying of farm implements and machinery this year, and said that prices will be slightly higher, due to the advanced cost of material to manufacturers.



**Adolphus Auto
Rent Co.**

Phone X 6111

Touring Cars
Limousines

The Sign
of Service

J. R. Bower, Pres.
S. D. Ray, Mgr.

TEXAS MACHINE & TOOL CO.
Designers and Manufacturers of
Machinery, Dies, Tools, Jigs, Fixtures
Metal Stamping

Repairing, Welding, Model and
Experimental Work

2308-10-12 Live Oak St. Dallas, Texas

W. C. Connally & Jas. P. Thomas
We specialize in high class
Homes, Business, Industrial
and Trackage Properties
CONNALLY & THOMAS
Realtors
403 SCOLLARD BLDG.

Putnam & Davis

Architects
Dallas County Bank Building
Dallas, Texas
Phone X-6564
Specializing in industrial and commercial
work.

Copy That Isn't Worth 25 Cents

is often put in advertising space worth thousands of dollars.

Then the manufacturer cusses the paper and swears that advertising is a waste of money.

The men who write the copy for our clients have handled some of the most successful advertising campaigns that have ever been produced in the Southwest.

Ask any of our clients.

MID-CONTINENT Advertising Agency

Incorporated

Dallas County State Bank Bldg.
Telephone Y-3443

The

James P. Simpson Co.

controlling the exclusive advertising franchise on the screens of fifteen moving picture theatres in Dallas and in various theatres in Fort Worth, Waco, Austin and other Texas cities, was sold on July 1st, 1922, to Wm. T. Pickering and associates.

On January 1st, 1923, the name of the company was changed to

Pickering Theatre Advertising Co.

1119 Dallas County Bank Bldg.
Telephone X-1818



Dr. C. M. Rosser has been elected president of the Dallas County Medical Society, succeeding Dr. W. M. Young. Dr. Frank A. Pierce has been elected vice president and Dr. W. W. Fowler re-elected secretary.

R. B. Yates of Dallas was elected vice president and Tom Leachman of Dallas was named a director of the Texas Laundry Owners' Association at the recent convention here.

Contract has been let to the Superior Garbage Incinerator Company of Dallas for the building of an incinerator plant at Electra.

The Industrial Electric Company of Dallas was recently awarded the contract for a large power house at the Miller Cotton Mills, Waco.

E. B. Doran, of the Dallas Morning News, was re-elected secretary of the association of managing editors of Texas newspapers using Associated Press news at the recent convention at Galveston.

Dr. Robert H. Milwee, of Dallas, was elected vice president of the American Radiological Society at the annual meeting held at Detroit.

Frank G. Pettibone, vice president and general manager of the Gulf, Colorado & Santa Fe, was re-elected president of the Railroad General Managers' Association of Texas, at the annual meeting held here.

Under the auspices of the Schubert Choral Club, Mrs. W. S. Bramlett, president, a flower show was held for four days in the Adolphus Junior Ball room last month, with cut flowers donated by Dallas florists, and proceeds going to charity.

The Dallas County Humane Society has chosen the following new officers: John H. Cullum, president, Mrs. P. P. Tucker, Mrs. W. A. Green and Mrs. J. E. Farnsworth, 1st, 2nd and 3rd vice presidents, respectively; Mrs. Ted Marshall, secretary-treasurer, Sam Mimms, humane officer, and Mrs. W. H. Carson, child welfare officer.

The splendid new Capitol Theater on Elm street was formally opened last month. It adds 1200 seats to the capacity of Dallas' amusement facilities. The front of the theater is one of the most beautiful in the entire South. Leo S. Gohlman is general manager of the company operating the playhouse and L. A. Goodwin, manager of the Capitol.

St. Mary's College has begun the sale of \$200,000 worth of bonds to finance improvements and additions at the school.

A. L. Reed, traffic manager for the Chamber of Commerce, is dean of the school of traffic management under the auspices of the Y. M. C. A.

Stewart D. Beckley has resigned as cashier of the City National Bank to accept the cashiership of the Mercantile Trust Company of San Francisco. Mr. Beckley has been with the Dallas bank 20 years. Mr. Beckley was honored with the presidency of the Texas American Institute of Banking in 1920.

Homer Fisher of the Dallas Railway Co. has been elected president of the Dallas Electric Club, and Beeman Fisher, advertising manager of the Texas Power and Light Co., re-elected secretary.

Fire Chief T. A. Myers celebrated last month his 44th year with the Dallas Fire Department.

The Queen Theater has been leased by Joseph C. Singer from Judge Edward Gray for 10 years for \$270,000, effective at the expiration of the present lease by the Southern Enterprises, which has something more than a year to run. As soon as the new lease is effective, the theater will be remodeled.

Hyman Pearlstone, official of the Boren-Stewart Co., Pearlstone Mill & Elevator Co., and other Dallas or North Texas institutions, has been added to the directorate of the Southwest National Bank.

Mrs. Laura Marr has been elected president of the Dallas Graduate Nurses' Association.

Mrs. Morris Liebman has been re-elected president of the Dallas Free Kindergarten Association.

City National Celebrates 50th Anniversary

Fully 10,000 people visited the City National Bank Jan. 2 in connection with the observance of its Golden Anniversary. The institution was a mass of flowers sent by friends and telegrams and letters from throughout the Nation flooded the desk of President J. A. Pondrom. A most attractive book, illustrating the development of the institution and Dallas since 1873, was distributed by the bank to visitors.

C. A. Mangold, of the Hotel Jefferson, Dallas, was added to the directorate of the Texas Hotelkeepers Association at the annual meeting at Houston.

Rhodes S. Baker has been re-elected president of the Dallas Building & Loan Association. The company reports it has loaned more than \$500,000 on Dallas homes the past year.

H. B. Robertson, deputy grand commander of the Knights Templar of Texas, automatically becomes grand commander of the order following the death of T. C. Yantis of Brownwood last month.

J. N. Fisher, formerly manager of the Rainbow Waist Shop, has been named assistant manager of the local store of the National Clothing Co.

Frank W. Wozencraft, former Mayor of Dallas, has been chosen a director of the Republic National Bank.

M. H. Thomas of Dallas was elected grand master of the grand lodge of Texas, Masonic, at the annual meeting at Waco.

O. L. Dane, formerly with the Texas & Pacific Railway at Dallas, has been appointed general passenger and freight agent of the Louisiana Railway & Navigation Co., with headquarters at Greenville.

Fred L. Hockensmith has been elected president of the Lions' Club, succeeding Dr. C. L. DeBow, who is moving to Oklahoma City.

C. E. Calder has been elected president of the Kiwanis Club, succeeding Gilbert Irish.

The Salesmanship Club has endowed the Student Loan Fund at Southern Methodist University of \$1,100.

The Music Memory Contest closed in the public schools of Dallas last month with only 18 of the 290 contestants making any errors whatever.

Peter Clark Macfarlane, well known author, visited Dallas last month in connection with securing material for a novel he is to write that will have a strong Texas influence.

"Highland Park" is the title of a neat, 8 page illustrated magazine issued monthly by the Flippen-Prather Realty Company in the interests of Highland Park. With reference to the population of the municipality, mention is made in the magazine that there are approximately 900 water connections, which, by using the multiple of 5 to a family, would give about 4,500 people.



Meet

C. N. REYNOLDS
DALLAS MAILING CO.,
1320½ Commerce St.

Collection Service

☞ Accounts receivable are an asset only when collectable.

☞ Properly prepared letters not only get results on collections, but build Good Will as well.

☞ A good New Year's resolution is to let your P. & L. Account grow through surplus instead of bad accounts.

Commercial Printing & Letter Service Co., Inc.

W. Marion Newman

Thos. R. Newman

J. R. [Bob] Sims Jr.

First Floor, North Texas Building
911 Main Street, Dallas

X-3393

Y-4177

2 in 1

TWO COMPANIES
Under One Management

Texas Employers' Insurance Association

(A Purely Mutual Institution)

Writes—

Workmen's Compensation
Insurance
At Cost

Employers' Casualty Company

(A Participating Stock Company)

Writes—

Automobile Public Liability
Automobile Property Damage
Automobile Fire and Theft
Employers' Liability
General Liability
Elevator and Teams Liability

LOW NET COST INSURANCE

Coupled With the Best Claims
and Inspection Service Any-
where in the State.

HOMER R. MITCHELL
General Manager

Interurban Building
Dallas

2 in 1



Truman J. Settle, assistant manager of the Adolphus, has been elected president of the Dallas Hotel Greeters' Association, with George A. Levy, Jefferson Hotel, first vice president, Isadore Charninsky, Jefferson Hotel, second vice president, and J. C. Farley, Adolphus Hotel, secretary-treasurer.

Contract for drawing plans for the \$1,000,000 school building program at Galveston has been awarded to DeWitt & Lemmon and W. B. Ittner, Dallas architects.

Indicating the range of the Dallas News-Journal radio station, WFAA, a message was picked up last month from it by the U. S. S. Easterner in the Pacific Ocean 3,000 miles from Dallas.

W. H. Patrick, of Clarendon, has been elected a Class A director of the Dallas Federal Reserve Bank, Marion Sansom, of Fort Worth, re-elected as a Class B director and Clarence Linz of Dallas appointed a Class C director.

John T. Orr, of Dallas, was elected a member of the executive committee of the American Farm Bureau Federation at the annual meeting at Chicago.

Breg, Garrett & Co., Magnolia Bldg., Dallas, have issued a most valuable pamphlet showing the resources of Texas and Oklahoma, with growth over a period of years.

V. M. Duke, manager, and R. L. Snow, special representative, of the Barrett Company, Dallas and Houston respectively, have purchased the Peden Iron and Steel Company's roofing department at Houston and will incorporate immediately under the name of the Lone Star Roofing Company.

An organization of representatives of automobile accessory manufacturers has been organized here with M. L. Martin, 400 E. Ninth street, elected president and L. D. Tuttle, secretary.

J. T. Stephenson and Y. B. Early have joined the Dunn Realty Company and offices have been moved from the Dallas County Bank Building to 1305 Kirby Building.

J. W. Armstrong, Claud York and W. P. Archibald have been added to the force of the D. T. Cross Realty Company.

The Seay-Cranfill Company have moved to larger offices at 1013 Commerce street.

A comprehensive and attractive Dallas-made bazaar was held last month by the sisterhood of Temple Emanu-El, that will serve to further popularize goods manufactured in Dallas.

Henry C. Coke has been elected chairman of the board of directors of the American Exchange National Bank, filling the position made vacant by the resignation of Royal A. Ferris about two years ago.

George C. Embry has resigned as secretary and general manager of the Dallas Morris Plan Company to engage in other financial business. His successor is Wilbur F. Wright, who resigned to accept the position after serving two years as secretary of the Welfare Council of Dallas.

C. L. Maillot has announced that C. J. Stewart will be associated with the new firm of Maillot & Stewart, Realtors, 601-4 Kirby Bldg., successors to the firm of Kendall & Maillot.

Dallas Male Chorus Favors Near-by Towns

In order that the towns near Dallas may hear the Dallas Male Chorus, which is the largest in the Southwest, this Club has agreed to give a number of concerts in neighboring towns. With each Concert the Chorus will present two of its own member soloists, as well as a guest soloist in vocal and instrumental. These soloists will be selected from among the best finished artists in Dallas and will be a feature of the evening. The season's plans of the Dallas Male Chorus call for a number of attractive programs to be rendered in the larger towns near Dallas. This is all done in the interest of disseminating good music. E. C. Blesi is president of the Dallas Male Chorus, Inc.

M. K. & T. Expending \$15,000,000

As the Missouri, Kansas & Texas Railway Company enters upon its new organization plan, having emerged from receivership, the company is in the final stage of expending about \$8,000,000 on general improvements and \$7,000,000 for new equipment. Texas secures the bulk of these expenditures. A new freight house recently was completed by the road at Dallas, where it maintains Texas headquarters. New freight depots are now being built at Ft. Worth, Waco and Wichita Falls, as well as at Oklahoma City. The Ray Terminal at Denison, started a year ago, will cost about \$3,500,000 and new shops at Waco will cost \$1,500,000.

Burgher Elected Head of Real Estate Board

Ballard Burgher has been elected president of the Dallas Real Estate Board, succeeding L. L. Bristol, who declined re-election. W. D. Jones and F. B. Harris were chosen vice presidents succeeding F. K. Osborne and W. W. Fisher. A. C. Bailey was re-elected secretary and B. M. Lindsley re-elected treasurer. The report of the treasurer shows the organization raised \$3,471 during the past year and has on hand a substantial cash balance.

Texas Oil Production \$117,076,517

For the year ending Sept. 30, 1922, there were produced in Texas 113,683,608 barrels of crude oil valued at \$117,076,517, according to gross production reports received quarterly by the State Comptroller's Department at Austin. The territory within overnight travel by rail from Dallas produces more than one-half of the oil of the Nation.

From Far Away Malta Comes Inquiry

FROM far away Malta, historic island in the Mediterranean Sea, comes a business inquiry to a Dallas concern. The Peavey Rubber Co., Inc., of Dallas has received a request from Micallef & Farrugia of Valletta, Malta, for prices and samples of tires and tubes. In commenting on the letter, Secretary E. W. Ware of the Peavey Rubber Company says: "I cannot account for any one so far removed from Dallas obtaining the name of a concern with whom they would choose to transact business, except that the advertising and publicity handled by the Chamber of Commerce and other associations for the promotion of the interests of Dallas has reached even beyond the bounds of the American continent."



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Dallas Title & Guaranty Co.

ABSTRACTS

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THE Dallas Open Forum brought to Dallas scores of the best known and ablest platform speakers of America. So many of these speakers have given expression to their high opinion of Dallas institutions and of the outstanding value of the Forum that it is an assured fact that each one is giving widespread information as to the many desirable qualities of Dallas citizenship.

The program for the balance of the season indicates the high order of discussions maintained by the Dallas Open Forum:

Sunday, Jan. 7, 1923—**Raymond Robins**, "America's Answer to the Bolshevik Challenge."

Sunday, January 14, 1923—**E. C. Lindeman**, Secretary, American Country Life Association, "Community Life in an Industrial Civilization."

Sunday, Jan. 21, 1923—**Dr. E. A. Ross**, University of Wisconsin, "Socialism and the Social Revolution."

Sunday, Jan. 28, 1923—**Mrs. Peter Olesen**, Minnesota, "The Meaning of Modern Life."

Sunday, Feb. 4, 1923—**Dr. Emanuel Sternheim** of Boston, "Education and Life."

Sunday, Feb. 11, 1923—**Dr. Frederick Siedenberg** of Chicago, "The Home of the Future."

Sunday, Feb. 18, 1923—**Prof. Richard Burton**, Universities of Minnesota and New York, "The Movies and the Multitude."

Sunday, Feb. 25, 1923—**Dr. Earl Barnes** of Philadelphia, "The Continuous Need for New Ideas."

Sunday, March 4, 1923—**Dr. Edward T. Devine** of New York, "Our Newspapers, How to Read Them and What to Believe."

Sunday, March 11, 1923—**Dr. Harry F. Ward** of New York, N. Y., "Civil Liberties in the United States."

Sunday, March 18, 1923—**Perhaps Charles Stelzle** of New York.

Sunday, March 25, 1923—(Under negotiation).

Department Store Expense

Operating expenses for department stores in 1921, according to the recent survey of the Harvard Bureau of Business Research, were:

Salaries and wages	15.4
Rental	2.4
Advertising	2.4
Taxes, except on buildings, income and profits	0.6
Interest on capital borrowed and on capital owned	2.3
Supplies	0.8
Service purchased, heat, light, power, delivery	0.6
Unclassified	1.2
Traveling	0.5
Communication	0.2
Repairs	0.2
Insurance	0.4
Depreciation, losses from bad debts and others	0.2
Professional services	0.1
Total expense	27.3

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DALLAS

Financial Center of the Southwest



Q Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

Q Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

Q The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

Q Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

Q Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.



*Friendly, Liberal, Progressive, Safe Banking
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